

Male Grooming Products Market in Saudi Arabia 2021

<https://marketpublishers.com/r/MD563F502984EN.html>

Date: January 2022

Pages: 20

Price: US\$ 450.00 (Single User License)

ID: MD563F502984EN

Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in Saudi Arabia is set to increase by US\$ 273 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 5.6% during the forecast period. Rising consumer disposable income, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet, growing awareness about the importance of overall body grooming and society's influence towards aesthetically appealing looks are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for male grooming products. The Saudi Arabia male grooming products market is segmented on the basis of price range, product, and distribution channel. On the basis of price range, the male grooming products market in Saudi Arabia has been segmented into prestige product, mass product. The mass product segment held the largest revenue share in 2020. By product, the male grooming products market in Saudi Arabia has been segmented into shaving products, razors & blades, toiletries, fragrances. Among these, the toiletries segment was accounted for the highest revenue generator in 2020. Based on distribution channel, the male grooming products market in Saudi Arabia is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The male toiletries market is further segmented into bath & shower, deodorants, hair care, and skin care. In Saudi Arabia, the deodorants segment made up the largest share of the male grooming products market.

The competitive landscape of the industry has also been examined along with the profiles of the key players The Procter & Gamble Company, Unilever PLC, Beiersdorf AG, Coty Inc.

Report Scope

Price range: prestige product, mass product

Product: shaving products, razors & blades, toiletries, fragrances

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Saudi Arabia male grooming products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. MALE GROOMING PRODUCTS MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRICE RANGE

Prestige product
Mass product

PART 4. MARKET BREAKDOWN BY PRODUCT

Shaving products
Razors & blades
Toiletries
Fragrances

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 6. KEY COMPANIES

The Procter & Gamble Company
Unilever PLC
Beiersdorf AG
Coty Inc.
About StrategyHelix
Disclaimer

I would like to order

Product name: Male Grooming Products Market in Saudi Arabia 2021

Product link: <https://marketpublishers.com/r/MD563F502984EN.html>

Price: US\$ 450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MD563F502984EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970