

# Male Grooming Products Market in Singapore 2021

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## Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in Singapore is expected to increase at a CAGR of 2.5% till 2027. 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 Singapore 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 Singapore has been segmented into prestige product, mass product. Among these, the mass product segment was accounted for the highest revenue generator in 2020. By product, the male grooming products market in Singapore has been segmented into shaving products, razors & blades, toiletries, fragrances. The toiletries segment is estimated to account for the largest share of the male grooming products market in Singapore. Based on distribution channel, the male grooming products market in Singapore 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. The deodorants segment captured the largest share of the market in 2020 and is expected to maintain its dominance during the forecast period.

The Singapore male grooming products market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players The Procter & Gamble Company, Coty Inc., L'Oreal S.A., Mandom Corporation,

LVMH Moet Hennessy Louis Vuitton SA (LVMH), Unilever PLC, Beiersdorf AG.

#### 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 Singapore male grooming products market

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

Pinpoint growth sectors and trends for investment

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Coty Inc.  
L'Oreal S.A.  
Mandom Corporation  
LVMH Moet Hennessy Louis Vuitton SA (LVMH)  
Unilever PLC  
Beiersdorf AG

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