

Male Grooming Products Market in Sweden 2021

<https://marketpublishers.com/r/MD3839FC8661EN.html>

Date: January 2022

Pages: 21

Price: US\$ 450.00 (Single User License)

ID: MD3839FC8661EN

Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. According to a report by StrategyHelix, the male grooming products market in Sweden is projected to expand by a CAGR of 3.2% from 2021 through 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 Sweden 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 Sweden 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 Sweden 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 Sweden. Based on distribution channel, the male grooming products market in Sweden 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 leading players in the male grooming products market include The Procter & Gamble Company, L'Oreal S.A., Coty Inc., 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 Sweden 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
L'Oreal S.A.
Coty Inc.
Unilever PLC
Beiersdorf AG
About StrategyHelix
Disclaimer

I would like to order

Product name: Male Grooming Products Market in Sweden 2021

Product link: <https://marketpublishers.com/r/MD3839FC8661EN.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/MD3839FC8661EN.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