

# Male Grooming Products Market in United Kingdom 2021

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## Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in United Kingdom is set to increase by US\$ 138 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 0.9% 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 United Kingdom 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 United Kingdom has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the male grooming products market in United Kingdom. By product, the male grooming products market in United Kingdom has been segmented into shaving products, razors & blades, toiletries, fragrances. The toiletries segment held the largest revenue share in 2020. Based on distribution channel, the male grooming products market in United Kingdom 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 held the largest share of the United Kingdom male grooming products market in 2020 and is anticipated to hold its share during the forecast period.

Some of the leading companies operating in the market are Unilever PLC, The Procter & Gamble Company, PUIG SL, L'Oreal S.A., 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 United Kingdom 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**

Unilever PLC  
The Procter & Gamble Company  
PUIG SL  
L'Oreal S.A.  
Coty Inc.  
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