

Men Personal Care Market: Global Industry Analysis, Trends, Market Size, and Forecasts up to 2028

Market Report | 2022-08-22 | 100 pages | Infinium Global Research and Consulting Solutions

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Report description:

The report on the global men personal care market provides qualitative and quantitative analysis for the period from 2020 to 2028. The report predicts the global men personal care market to grow with a CAGR of nearly 6% over the forecast period from 2022-2028. The study on men personal care market covers the analysis of the leading geographies such as North America, Europe, Asia-Pacific, and RoW for the period of 2020 to 2028.

The report on men personal care market is a comprehensive study and presentation of drivers, restraints, opportunities, demand factors, market size, forecasts, and trends in the global men personal care market over the period of 2020 to 2028. Moreover, the report is a collective presentation of primary and secondary research findings.

Porter's five forces model in the report provides insights into the competitive rivalry, supplier and buyer positions in the market and opportunities for the new entrants in the global men personal care market over the period of 2020 to 2028. Further, IGR-Growth Matrix gave in the report brings an insight into the investment areas that existing or new market players can consider.

Report Findings

1) Drivers

Growing the young population will drive market growth.

The increasing trend of self-grooming, body image, and hygiene will enhance the market growth.

2) Restraints

Wider and easy availability of unisex, and female personal care products will hamper the market growth.

3) Opportunities

Growing investment in R&D activities to develop innovative products will create growth opportunities.

Research Methodology

A) Primary Research

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Our primary research involves extensive interviews and analysis of the opinions provided by the primary respondents. The primary research starts with identifying and approaching the primary respondents, the primary respondents are approached include

1. Key Opinion Leaders associated with Infinium Global Research
2. Internal and External subject matter experts
3. Professionals and participants from the industry

Our primary research respondents typically include

1. Executives working with leading companies in the market under review
2. Product/brand/marketing managers
3. CXO level executives
4. Regional/zonal/ country managers
5. Vice President level executives.

B) Secondary Research

Secondary research involves extensive exploring through the secondary sources of information available in both the public domain and paid sources. At Infinium Global Research, each research study is based on over 500 hours of secondary research accompanied by primary research. The information obtained through the secondary sources is validated through the crosscheck on various data sources.

The secondary sources of the data typically include

1. Company reports and publications
2. Government/institutional publications
3. Trade and associations journals
4. Databases such as WTO, OECD, World Bank, and among others.
5. Websites and publications by research agencies

Segment Covered

The global men personal care market is segmented on the basis of product type, and distribution channel.

The Global Men Personal Care Market by Product Type

- Skincare
- Haircare
- Personal Grooming
- Others

The Global Men Personal Care Market by Distribution Channel

- Hypermarket/supermarket
- Pharmacy
- E-commerce
- Others

Company Profiles

The companies covered in the report include

- The Procter & Gamble Company
- Unilever PLC
- Reckitt Benckiser Group PLC
- Estee Lauder Companies, Inc
- Johnson & Johnson Services, Inc.
- L'Oreal S.A.

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- Beiersdorf AG
- Kao Corporation
- Coty Inc.
- Edgewell Personal Care Company

What does this Report Deliver?

1. Comprehensive analysis of the global as well as regional markets of the men personal care market.
2. Complete coverage of all the segments in the men personal care market to analyze the trends, developments in the global market and forecast of market size up to 2028.
3. Comprehensive analysis of the companies operating in the global men personal care market. The company profile includes analysis of product portfolio, revenue, SWOT analysis and latest developments of the company.
4. IGR- Growth Matrix presents an analysis of the product segments and geographies that market players should focus to invest, consolidate, expand and/or diversify.

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