

## **Italy Male Toiletries Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-07-31 | 48 pages | MarketLine

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### **Report description:**

Italy Male Toiletries Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Male Toiletries in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The male toiletries market consists of retail sales of aftershaves & colognes, men's disposable razors & blades, post-shave cosmetics - men's and pre-shave cosmetics - men's. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2022 exchange rates.
- The Italian Male Toiletries market had total revenues of \$712.8 million in 2022, representing a compound annual growth rate (CAGR) of 0.1% between 2017 and 2022.
- Market consumption volumes declined with a CAGR of -1% between 2017 and 2022, to reach a total of 302.9 million units in 2022.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 3.6% for the five-year period 2022 - 2027, which is expected to drive the market to a value of \$848.7 million by the end of 2027.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the male toiletries market in Italy

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the male toiletries market in Italy
- Leading company profiles reveal details of key male toiletries market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy male toiletries market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the Italy male toiletries market by value in 2022?
- What will be the size of the Italy male toiletries market in 2027?
- What factors are affecting the strength of competition in the Italy male toiletries market?
- How has the market performed over the last five years?
- What are the main segments that make up Italy's male toiletries market?

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