

Male Toiletries Market Summary, Competitive Analysis and Forecast to 2027 (Global Almanac)

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Report description:

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Summary

Global Male Toiletries industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-22, 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 global Male Toiletries market had total revenues of \$17,964.5million in 2022, representing a compound annual growth rate (CAGR) of 1.9% between 2017 and 2022.
- Market consumption volumes declined with a CAGR of -0.2% between 2017 and 2022, to reach a total of 5,222.3 million units in 2022.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 9.8% for the five-year period 2022 - 2027, which is expected to drive the market to a value of \$28,700.2million by the end of 2027.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global male toiletries market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global male toiletries market
- 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 global male toiletries market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the global male toiletries market by value in 2022?
- What will be the size of the global male toiletries market in 2027?
- What factors are affecting the strength of competition in the global male toiletries market?
- How has the market performed over the last five years?
- Who are the top competitors in the global male toiletries market?

Table of Contents:

Table of Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Competitive landscape

2 Introduction

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

3 Global Male Toiletries

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

4 Macroeconomic Indicators

- 4.1. Country data

5 Male Toiletries in Asia-Pacific

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

6 Male Toiletries in Europe

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- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis
- 7 Macroeconomic Indicators
- 7.1. Country data
- 8 Male Toiletries in France
- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis
- 9 Macroeconomic Indicators
- 9.1. Country data
- 10 Male Toiletries in Germany
- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis
- 11 Macroeconomic Indicators
- 11.1. Country data
- 12 Male Toiletries in Australia
- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook
- 12.5. Five forces analysis
- 13 Macroeconomic Indicators
- 13.1. Country data
- 14 Male Toiletries in Brazil
- 14.1. Market Overview
- 14.2. Market Data
- 14.3. Market Segmentation
- 14.4. Market outlook
- 14.5. Five forces analysis
- 15 Macroeconomic Indicators
- 15.1. Country data
- 16 Male Toiletries in Canada
- 16.1. Market Overview
- 16.2. Market Data
- 16.3. Market Segmentation
- 16.4. Market outlook
- 16.5. Five forces analysis
- 17 Macroeconomic Indicators
- 17.1. Country data

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- 18 Male Toiletries in China
 - 18.1. Market Overview
 - 18.2. Market Data
 - 18.3. Market Segmentation
 - 18.4. Market outlook
 - 18.5. Five forces analysis
- 19 Macroeconomic Indicators
 - 19.1. Country data
- 20 Male Toiletries in India
 - 20.1. Market Overview
 - 20.2. Market Data
 - 20.3. Market Segmentation
 - 20.4. Market outlook
 - 20.5. Five forces analysis
- 21 Macroeconomic Indicators
 - 21.1. Country data
- 22 Male Toiletries in Indonesia
 - 22.1. Market Overview
 - 22.2. Market Data
 - 22.3. Market Segmentation
 - 22.4. Market outlook
 - 22.5. Five forces analysis
- 23 Macroeconomic Indicators
 - 23.1. Country data
- 24 Male Toiletries in Italy
 - 24.1. Market Overview
 - 24.2. Market Data
 - 24.3. Market Segmentation
 - 24.4. Market outlook
 - 24.5. Five forces analysis
- 25 Macroeconomic Indicators
 - 25.1. Country data
- 26 Male Toiletries in Japan
 - 26.1. Market Overview
 - 26.2. Market Data
 - 26.3. Market Segmentation
 - 26.4. Market outlook
 - 26.5. Five forces analysis
- 27 Macroeconomic Indicators
 - 27.1. Country data
- 28 Male Toiletries in Mexico
 - 28.1. Market Overview
 - 28.2. Market Data
 - 28.3. Market Segmentation
 - 28.4. Market outlook
 - 28.5. Five forces analysis
- 29 Macroeconomic Indicators

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- 29.1. Country data
- 30 Male Toiletries in The Netherlands
 - 30.1. Market Overview
 - 30.2. Market Data
 - 30.3. Market Segmentation
 - 30.4. Market outlook
 - 30.5. Five forces analysis
- 31 Macroeconomic Indicators
 - 31.1. Country data
- 32 Male Toiletries in North America
 - 32.1. Market Overview
 - 32.2. Market Data
 - 32.3. Market Segmentation
 - 32.4. Market outlook
 - 32.5. Five forces analysis
- 33 Male Toiletries in Scandinavia
 - 33.1. Market Overview
 - 33.2. Market Data
 - 33.3. Market Segmentation
 - 33.4. Market outlook
 - 33.5. Five forces analysis
- 34 Male Toiletries in Singapore
 - 34.1. Market Overview
 - 34.2. Market Data
 - 34.3. Market Segmentation
 - 34.4. Market outlook
 - 34.5. Five forces analysis
- 35 Macroeconomic Indicators
 - 35.1. Country data
- 36 Male Toiletries in South Africa
 - 36.1. Market Overview
 - 36.2. Market Data
 - 36.3. Market Segmentation
 - 36.4. Market outlook
 - 36.5. Five forces analysis
- 37 Macroeconomic Indicators
 - 37.1. Country data
- 38 Male Toiletries in South Korea
 - 38.1. Market Overview
 - 38.2. Market Data
 - 38.3. Market Segmentation
 - 38.4. Market outlook
 - 38.5. Five forces analysis
- 39 Macroeconomic Indicators
 - 39.1. Country data
- 40 Male Toiletries in Spain
 - 40.1. Market Overview

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- 40.2. Market Data
- 40.3. Market Segmentation
- 40.4. Market outlook
- 40.5. Five forces analysis
- 41 Macroeconomic Indicators
- 41.1. Country data
- 42 Male Toiletries in Switzerland
- 42.1. Market Overview
- 42.2. Market Data
- 42.3. Market Segmentation
- 42.4. Market outlook
- 42.5. Five forces analysis
- 43 Macroeconomic Indicators
- 43.1. Country data
- 44 Male Toiletries in Turkey
- 44.1. Market Overview
- 44.2. Market Data
- 44.3. Market Segmentation
- 44.4. Market outlook
- 44.5. Five forces analysis
- 45 Macroeconomic Indicators
- 45.1. Country data
- 46 Male Toiletries in The United Kingdom
- 46.1. Market Overview
- 46.2. Market Data
- 46.3. Market Segmentation
- 46.4. Market outlook
- 46.5. Five forces analysis
- 47 Macroeconomic Indicators
- 47.1. Country data
- 48 Male Toiletries in The United States
- 48.1. Market Overview
- 48.2. Market Data
- 48.3. Market Segmentation
- 48.4. Market outlook
- 48.5. Five forces analysis
- 49 Macroeconomic Indicators
- 49.1. Country data
- 50 Company Profiles
- 50.1. Hypera SA
- 50.2. Coty Inc.
- 50.3. Malhotra Shaving Products (P) Ltd
- 50.4. Bagus Group
- 50.5. Mandom Corp
- 50.6. KAI Group.
- 50.7. Beiersdorf AG
- 50.8. Super-Max Group

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50.9. The Lion Match Co Pty Ltd
50.10. Societe BIC
50.11. L'Oreal SA
50.12. Azmusebat Celik Sanayi ve Ticaret AS
50.13. Evyap Sabun Yag Gliserin San ve Tic AS
50.14. Edgewell Personal Care Co
50.15. The Procter & Gamble Co
50.16. Harry's Inc
50.17. Unilever Plc.
51 Appendix
51.1. Methodology
51.2. About MarketLine

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