

Hong Kong Men's Personal Care Products Market Research Report Forecast to 2030

Market Report | 2023-11-10 | 99 pages | Market Research Future

AVAILABLE LICENSES:

- Single User Price \$2950.00
- Enterprisewide Price \$5250.00

Report description:

Hong Kong Men's Personal Care Products Market Research Report Forecast to 2030

Market Overview

The Hong Kong Men's Personal Care Products market is projected to witness significant growth during the review period, exhibiting a CAGR of 5.08% during the forecast period. The market was estimated to be USD 728.32 million in 2022 and is expected to reach a value of USD 1,077.67 million by the end of the forecast period (2023-2030).

The growing demand for self-grooming products such as sunscreen, moisturizers, shaving cream, deodorant, and many more coupled with the increased benefits associated with its usage is likely to boost its market growth in the upcoming years. As a part of this, keratin, elastin, and other important skin proteins are shielded by sunscreen. These proteins maintain the skin's health, radiance, and protection.

Furthermore, the rapid growth in multifunctional personal care products owing to the various benefits associated with their usage is another factor boosting its market growth. As a part of this, convenience is one of the main advantages of using multipurpose skin care products. Customers may solve multiple skin issues with a single product, which helps them save both time and money. Customers can pack fewer goods while traveling with multipurpose skin care products without sacrificing their skin care regimen. These products are frequently made with nutritious substances that offer the skin several advantages. Apart from this, the influence of social media and innovative marketing strategies may serve as an opportunity for market growth. However, the volatility in raw material prices may serve as a challenge to its market growth.

Market Segmentation

Based on product type, the Hong Kong men's personal care products market has been segmented into skin care, hair care, personal grooming, and oral care.

The Hong Kong men's personal care products market based on category has been segmented into organic and conventional. Based on age group, the Hong Kong men's personal care products market has been bifurcated into Gen X, Gen Z, millennials, and baby boomers. Based on price, the Hong Kong men's personal care products market has been classified into economy and premium. Based on distribution channel, the Hong Kong men's personal care products market has been classified into supermarkets & hypermarkets, specialty stores, convenience stores, and online.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Major Players

Unilever, P & G, L'Oréal Paris, Beiersdorf, Revlon, Kao Corporation, and Edgewell, are the players dominating the global market.

Table of Contents:

TABLE OF CONTENTS

1	EXECUTIVE SUMMARY	12
1.1	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET, BY PRODUCT TYPE	14
1.2	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET, BY CATEGORY	15
1.3	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET, BY AGE GROUP	16
1.4	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET, BY PRICE	17
1.5	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET, BY DISTRIBUTION CHANNEL	18
2	MARKET INTRODUCTION	19
2.1	DEFINITION	19
2.2	SCOPE OF THE STUDY	19
2.3	RESEARCH OBJECTIVE	19
2.4	MARKET STRUCTURE	20
2.5	KEY BUYING CRITERIA	21
3	RESEARCH METHODOLOGY	22
3.1	RESEARCH PROCESS	22
3.2	PRIMARY RESEARCH	23
3.3	SECONDARY RESEARCH	24
3.4	MARKET SIZE ESTIMATION	25
3.5	FORECAST MODEL	26
3.6	LIST OF ASSUMPTIONS & LIMITATIONS	27
4	MARKET DYNAMICS	28
4.1	INTRODUCTION	28
4.2	DRIVERS	29
4.2.1	GROWING DEMAND FOR SELF-GROOMING PRODUCTS	29
4.2.2	RAPID GROWTH IN MULTIFUNCTIONAL PERSONAL CARE PRODUCTS	30
4.2.3	DRIVER IMPACT ANALYSIS	30
4.3	RESTRAINTS	31
4.3.1	LIMITED PRODUCT AWARENESS AND EDUCATION	31
4.3.2	RESTRAINT IMPACT ANALYSIS	32
4.4	OPPORTUNITIES	32
4.4.1	INFLUENCE OF SOCIAL MEDIA AND INNOVATIVE MARKETING STRATEGIES	32
4.4.2	GROWTH OF THE ORGANIZED RETAIL SECTOR IN EMERGING ECONOMIES	33
4.5	CHALLENGES	34
4.5.1	VOLATILITY IN RAW MATERIAL PRICES	34
?		
5	MARKET FACTOR ANALYSIS	35
5.1	VALUE CHAIN ANALYSIS	35
5.1.1	RAW MATERIAL	36
5.1.2	PROCESSING METHODS	36
5.1.2.1	PRE-MIXING	36
5.1.2.2	MIXING	36
5.1.2.3	FILLING	36

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5.1.3	PACKAGING	36
5.2	SUPPLY CHAIN ANALYSIS	37
5.2.1	RAW MATERIALS SOURCING	37
5.2.2	MANUFACTURING	38
5.2.3	DISTRIBUTION	38
5.2.4	END-USER	38
5.3	PORTER'S FIVE FORCES MODEL	39
5.3.1	THREAT OF NEW ENTRANTS	39
5.3.2	BARGAINING POWER OF SUPPLIERS	40
5.3.3	THREAT OF SUBSTITUTES	40
5.3.4	BARGAINING POWER OF BUYERS	40
5.3.5	INTENSITY OF RIVALRY	41
5.4	COVID-19 IMPACT ANALYSIS	41
5.4.1	IMPACT ON PRODUCTION	41
5.4.2	IMPACT ON SUPPLY CHAIN	42
5.4.3	IMPACT ON PRICING	42
6	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET, BY PRODUCT TYPE	43
6.1	OVERVIEW	43
6.1.1	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2020-2030	44
6.2	SKINCARE	45
6.3	HAIR CARE	45
6.4	PERSONAL GROOMING	46
6.5	ORAL CARE	47
7	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET, BY CATEGORY	48
7.1	OVERVIEW	48
7.1.1	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET ESTIMATES & FORECAST, BY CATEGORY, 2020-2030	49
7.2	ORGANIC	49
7.3	CONVENTIONAL	50
8	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET, BY AGE GROUP	51
8.1	OVERVIEW	51
8.1.1	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET ESTIMATES & FORECAST, BY AGE GROUP, 2020-2030	52
8.2	GEN X	52
8.3	GEN Z	52
8.4	MILLENNIALS	53
8.5	BABY BOOMERS	53
9	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET, BY PRICE	54
9.1	OVERVIEW	54
9.1.1	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET ESTIMATES & FORECAST, BY PRICE, 2020-2030	55
9.2	ECONOMY	55
9.3	PREMIUM	56
10	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET, BY DISTRIBUTION CHANNEL	57
10.1	OVERVIEW	57

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

10.1.1	HONG KONG MEN'S PERSONAL CARE PRODUCTS MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2020-2030	58
10.2	SUPERMARKETS & HYPERMARKETS	58
10.3	SPECIALTY STORES	59
10.4	CONVENIENCE STORES	59
10.5	ONLINE	60
11	COMPETITIVE LANDSCAPE	61
11.1	INTRODUCTION	61
11.1.1	MARKET STRATEGY ANALYSIS	61
11.1.2	MARKET SHARE ANALYSIS (%), 2022	61
11.2	COMPETITIVE BENCHMARKING	62
11.2.1	INTRODUCTION	62
11.2.2	PRODUCT PORTFOLIO	63
11.2.3	REGIONAL PRESENCE	63
11.2.4	STRATEGIC ALLIANCES	63
11.2.5	INDUSTRY EXPERIENCES	63
11.3	KEY DEVELOPMENTS & GROWTH STRATEGIES	63
11.3.1	NEW PRODUCT LAUNCH	63
11.3.2	PARTNERSHIP	64
	?	
12	COMPANY PROFILES	65
12.1	UNILEVER COMPANY PROFILES	65
12.1.1	COMPANY OVERVIEW	65
12.1.2	FINANCIAL OVERVIEW	66
12.1.3	PRODUCTS OFFERED	66
12.1.4	KEY DEVELOPMENTS	67
12.1.5	SWOT ANALYSIS	67
12.1.6	KEY STRATEGIES	67
12.2	PROCTER & GAMBLE CO.	68
12.2.1	COMPANY OVERVIEW	68
12.2.2	FINANCIAL OVERVIEW	69
12.2.3	PRODUCTS OFFERED	70
12.2.4	KEY DEVELOPMENTS	70
12.2.5	SWOT ANALYSIS	71
12.2.6	KEY STRATEGIES	71
12.3	L'OREAL SA	72
12.3.1	COMPANY OVERVIEW	72
12.3.2	FINANCIAL OVERVIEW	73
12.3.3	PRODUCTS OFFERED	74
12.3.4	KEY DEVELOPMENTS	74
12.3.5	SWOT ANALYSIS	75
12.3.6	KEY STRATEGIES	75
12.4	KAO CORPORATION	76
12.4.1	COMPANY OVERVIEW	76
12.4.2	FINANCIAL OVERVIEW	77
12.4.3	PRODUCTS OFFERED	78
12.4.4	KEY DEVELOPMENTS	78

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

12.4.5	SWOT ANALYSIS	79
12.4.6	KEY STRATEGIES	79
12.5	SHISEIDO COMPANY, LIMITED	80
12.5.1	COMPANY OVERVIEW	80
12.5.2	FINANCIAL OVERVIEW	81
12.5.3	PRODUCTS OFFERED	82
12.5.4	KEY DEVELOPMENTS	82
12.5.5	SWOT ANALYSIS	82
12.5.6	KEY STRATEGIES	83
	?	
12.6	BEIERSDORF AG	84
12.6.1	COMPANY OVERVIEW	84
12.6.2	FINANCIAL OVERVIEW	85
12.6.3	PRODUCTS OFFERED	86
12.6.4	KEY DEVELOPMENTS	86
12.6.5	SWOT ANALYSIS	87
12.6.6	KEY STRATEGIES	87
12.7	EDGEWELL PERSONAL CARE	88
12.7.1	COMPANY OVERVIEW	88
12.7.2	FINANCIAL OVERVIEW	88
12.7.3	PRODUCTS OFFERED	89
12.7.4	KEY DEVELOPMENTS	89
12.7.5	KEY STRATEGIES	89
12.8	REVLON INC	90
12.8.1	COMPANY OVERVIEW	90
12.8.2	FINANCIAL OVERVIEW	91
12.8.3	PRODUCTS OFFERED	92
12.8.4	KEY DEVELOPMENTS	92
12.8.5	KEY STRATEGIES	92
12.9	KOSE CORPORATION	93
12.9.1	COMPANY OVERVIEW	93
12.9.2	FINANCIAL OVERVIEW	93
12.9.3	PRODUCTS OFFERED	94
12.9.4	KEY DEVELOPMENTS	94
12.9.5	KEY STRATEGIES	94
12.10	AVON	95
12.10.1	COMPANY OVERVIEW	95
12.10.2	FINANCIAL OVERVIEW	95
12.10.3	PRODUCTS OFFERED	95
12.10.4	KEY DEVELOPMENTS	95
12.10.5	KEY STRATEGIES	95
13	APPENDIX	96
13.1	ORGANIZATIONS & ASSOCIATIONS	96
13.2	RELATED REPORTS	97
	?	

Hong Kong Men's Personal Care Products Market Research Report Forecast to 2030

Market Report | 2023-11-10 | 99 pages | Market Research Future

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Price	\$2950.00
	Enterprisewide Price	\$5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com