

Male Toiletries in the United States

Industry Report | 2024-07-05 | 43 pages | MarketLine

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Report description:

Male Toiletries in the United States

Summary

Male Toiletries in the United States industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2018-23, and forecast to 2028). 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 2023 exchange rates.
- The US Male Toiletries market had total revenues of \$4,246.2 million in 2023, representing a negative compound annual growth rate of 0.4% between 2018 and 2023.
- Market consumption volumes declined with a CAGR of -3.3% between 2018 and 2023, to reach a total of 294.3 million units in 2023.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 2.9% for the five-year period 2023 - 2028, which is expected to drive the market to a value of \$4,899.4million by the end of 2028.

Scope

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

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the male toiletries market in the United States
- 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 United States male toiletries market with five year forecasts

Reasons to Buy

- What was the size of the United States male toiletries market by value in 2023?
- What will be the size of the United States male toiletries market in 2028?
- What factors are affecting the strength of competition in the United States male toiletries market?
- How has the market performed over the last five years?
- Who are the top competitors in the United States's 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. Market rivalry
- 1.9. Competitive landscape

2 Market Overview

- 2.1. Market definition
- 2.2. Market analysis

3 Market Data

- 3.1. Market value
- 3.2. Market volume

4 Market Segmentation

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 Market Outlook

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 Five Forces Analysis

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 Competitive Landscape

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- 7.1. Market share
- 7.2. Who are the leading players in the US male toiletries market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2018-2023)?
- 7.4. Which companies market shares have suffered over the same period (2018-2023)?
- 7.5. What are the most popular brands in the US male toiletries market?
- 8 Company Profiles
 - 8.1. The Procter & Gamble Co
 - 8.2. Edgewell Personal Care Co
 - 8.3. Harry's Inc
 - 8.4. Unilever Plc.
- 9 Macroeconomic Indicators
 - 9.1. Country data
- 10 Appendix
 - 10.1. Methodology
 - 10.2. Related MarketLine research
 - 10.3. About MarketLine

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