

Global Male Toiletries

Industry Report | 2025-08-21 | 43 pages | MarketLine

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Report description:

Global Male Toiletries

Summary

Global Male Toiletries industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Male toiletries market includes retail sales of aftershaves & colognes, men's disposable razors & blades, post-shave cosmetics - men's, and pre-shave cosmetics - men's. The aftershaves & colognes segment consists of male fragrances specifically marketed as "eau de cologne" or "aftershave" and specifically not Eau de Toilette or Eau de Parfum. Technically, these products typically contain 2-5% aromatic compounds, which is less than either Eau de Parfum or Eau de Toilette, causing the lighter scent of Eau de Colognes & Aftershaves. Whereas men's disposable razors & blades segment consists of Gillette Fusion, Wilkinson Sword Quattro, Gillette Blue Plus Twin Blade fixed head disposable razors. It includes battery-operated razors but excludes electric razors, which can be recharged via mains electricity. Pre-shave cosmetics - men's segment includes shaving gels, foams, and oils. Post-shave cosmetics - men's segment covers post-shaving balms and lotions/gels, and other cosmetics designed to smooth and cool the skin, or lessen irritation, post-shaving. Excludes traditional "aftershaves".
- The global male toiletries market recorded revenues of \$18,962.4 million in 2024, representing a negative compound annual growth rate (CAGR) of 0.2% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 2.1% between 2019 and 2024, reaching a total of 5,707.3 million units in 2024.
- The contraction of the global male toiletries market during 2019-24 is attributed to the significant downturn in 2020 amid the COVID-19 outbreak. Prolonged lockdowns, restricted social interactions, and the widespread adoption of remote working reduced

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grooming occasions and suppressed consumer demand across key categories.

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 global
- 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

Reasons to Buy

- What was the size of the Global male toiletries market by value in 2024?
- What will be the size of the Global male toiletries market in 2029?
- What factors are affecting the strength of competition in the Global male toiletries market?
- How has the market performed over the last five years?
- What are the main segments that make up the global'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

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- 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
 - 7.1. Market share
 - 7.2. Who are the leading players in the global male toiletries market?
 - 7.3. Which companies have been most successful in increasing their market shares during 2019-24?
 - 7.4. Which companies market shares have suffered during 2019-24?
 - 7.5. What are the most popular brands in the global male toiletries market?
 - 7.6. What have been the most significant developments in the global male toiletries market in 2024?
- 8 Company Profiles
 - 8.1. Beiersdorf AG
 - 8.2. Edgewell Personal Care Co
 - 8.3. Societe BIC
 - 8.4. The Procter & Gamble Co
- 9 Macroeconomic Indicators
 - 9.1. Country data
- 10 Appendix
 - 10.1. Methodology
 - 10.2. Industry associations
 - 10.3. Related MarketLine research
 - 10.4. About MarketLine

Global Male Toiletries

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