

Male Toiletries in Indonesia

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

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Report description:

Male Toiletries in Indonesia

Summary

Male Toiletries in Indonesia 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 Indonesian male toiletries market recorded revenues of \$124.3 million in 2024, representing a compound annual growth rate (CAGR) of 2.4% between 2019 and 2024.
- Market consumption volume increased with a CAGR of 2.2% between 2019 and 2024, reaching a total of 24.4 million units in 2024.
- The growth of the Indonesian male toiletries market during 2019-24 is attributed to the rise in urbanization. According to the World Bank, in 2024, the urban population in Indonesia reached 165.8 million, up 10.9% from 2019. The expansion of the urban

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population increased exposure to modern grooming practices, international product offerings, and organized distribution channels, fostering a shift in male grooming behavior.

Scope

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

Reasons to Buy

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

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- 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
 - 7.1. Market share
 - 7.2. Who are the leading players in the Indonesian 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 Indonesian male toiletries market?
- 8 Company Profiles
 - 8.1. Mandom Corp
 - 8.2. Bagus Group
 - 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

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