

Male Toiletries in Italy

Industry Report | 2025-08-21 | 44 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Male Toiletries in Italy

Summary

Male Toiletries in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 aftershave & colognes, men's disposable razors & blades, post-shave cosmetics - men's, and pre-shave cosmetics - men's. The aftershave & 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 Italian male toiletries market recorded revenues of \$828.1 million in 2024, representing a compound annual growth rate (CAGR) of 1.2% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 0.3% between 2019 and 2024, reaching a total of 317.7 million units in 2024.
- The growth of the Italian male toiletries market during 2019-24 is attributed to the increase in average unit prices rather than a marked rise in consumption. Elevated input costs, coupled with inflationary pressures, encouraged manufacturers to implement

price adjustments across product 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 Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the male toiletries market in Italy
- 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 Italy male toiletries market with five year forecasts by both value and volume

Reasons to Buy

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 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 Italian 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 Italian male toiletries market?
- 8 Company Profiles
 - 8.1. Beiersdorf AG
 - 8.2. The Procter & Gamble Co
 - 8.3. Coty Inc
 - 8.4. Edgewell Personal Care 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

Male Toiletries in Italy

Industry Report | 2025-08-21 | 44 pages | MarketLine

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 licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		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="2026-02-17"/>
		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