

Male Toiletries in Singapore

Industry Report | 2025-08-21 | 45 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 Singapore

Summary

Male Toiletries in Singapore 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 Singaporean male toiletries market recorded revenues of \$39.9 million in 2024, representing a compound annual growth rate (CAGR) of 1.9% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 1.0% between 2019 and 2024, reaching a total of 3.5 million units in 2024.
- The growth of the Singaporean male toiletries market during 2019-24 is attributed to the rise in household income. According to the Singapore Department of Statistics, in Q4 2024, the personal disposable income in Singapore recorded an annual growth of

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

9.9%. This rise in household income enabled men to allocate more spending toward personal grooming and upgrade from basic, functional products to premium aftershaves, colognes, and multi-blade razors.

Scope

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

Reasons to Buy

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 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 Singaporean male toiletries market?
 - 7.3. Which companies have been most successful in increasing their market shares during 2019-24?
 - 7.4. What are the most popular brands in the Singaporean male toiletries market?
- 8 Company Profiles
 - 8.1. Beiersdorf AG
 - 8.2. Societe BIC
 - 8.3. The Procter & Gamble Co
 - 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 Singapore

Industry Report | 2025-08-21 | 45 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="2026-02-06"/>
		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