

## Male Toiletries in Singapore

Industry Report | 2025-08-21 | 45 pages | MarketLine

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### 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 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 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

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

- 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

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