Men's Grooming Products - Global Strategic Business Report

Description: This report analyzes the worldwide markets for Men's Grooming Products in US$ Million by the following Product/Groups Segments: Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, & Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, & Razors/Blades). The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America.

Annual estimates and forecasts are provided for the period 2014 through 2020. Also, a seven-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs.

The report profiles 156 companies including many key and niche players such as:
- Avon Products, Inc.
- Beiersdorf AG
- Colgate-Palmolive Company
- Coty, Inc.
- Energizer Holdings, Inc.

Contents:

MEN'S GROOMING PRODUCTS
A GLOBAL STRATEGIC BUSINESS REPORT

CONTENTS

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study
Toiletries
Bath and Shower Products
Hair Care Products
Skin Care Products
Deodorants
Shaving Products
Pre-Shave Products
Post-Shave Products
Razors/Blades

II. EXECUTIVE SUMMARY

1. INDUSTRY OVERVIEW
Male Grooming Market Driven by Increasing Beauty Consciousness among Men
Developed Regions Dominate Market, Developing Nations to Turbo Charge Growth
Table 1: World Men's Grooming Market (2015): Market Shares of Developed Regions (includes corresponding Graph/Chart)
Table 2: World Middle Class Population by Geographic Region: Percentage Breakdown for 2010, 2020P & 2030P (includes corresponding Graph/Chart)
Table 3: Growth of Developing Markets Vis-à-Vis the Global Market for Men's Grooming Products over the Period 2014-2020 (includes corresponding Graph/Chart)
Table 4: Consumer Confidence in China & India vs. Global: Comparison for Years 2011-3Q2014 (includes corresponding Graph/Chart)
Urbanization: A Mega Trend
Table 5: Percentage of Urban Population in Select Countries (2010 & 2050) (includes corresponding Graph/Chart)

Metrosexual Trends Goes Mainstream, Expanding Beyond Urban Youth

Time Opportune for Implementing Male-Focused Retail Strategies
Table 6: World Men's Grooming Products Market by Distribution Channel (2014): Percentage Breakdown of Value Retail Sales for Beauty Product Specialist Stores, Department Stores, Direct Selling, Drug Stores & Chemists, Online Retail, Supermarkets & Hypermarkets, and Others (includes corresponding Graph/Chart)

Online Stores
Key Distribution Channel for Male Grooming Products
Table 7: Proliferation of Online Retailing of Beauty/Personal Care Products for Select Countries (2013) (includes corresponding Graph/Chart)
Table 8: Factors Influencing Online Purchase Decision
Percentage Breakdown by Consumer Preferences (includes corresponding Graph/Chart)

Manufacturers Leverage Internet Tools to Market Men's Grooming Products
Table 9: World Internet User Distribution by Geographic Region: Percentage Breakdown of Number of Users for Asia and Rest of World for Years 2000, 2010 & 2020 (includes corresponding Graph/Chart)

Products Innovation Holds Key to Market Growth
Innovative Men's Skincare Formulations
Specialized Hair Care Formulations Designed to Prevent Hair Loss and Provide Scalp Care

Popular Shaving Products
Recent Launches

Popular Beard & Mustache Trimmers in the Market

2. COMPETITIVE SCENARIO
Global Men's Grooming Market: Leading Brands for Select Product Segments
Fierce Competition in Men's Shaving Razor and Blades Market
Gillette
The Undisputed Global Market Leader
Table 10: World Market for Wet Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Beiersdorf, Bic, Energizer, P&G, Private Label, and Others (includes corresponding Graph/Chart)
Table 11: World Market for Razors and Blades by Leading Players (2014): Percentage Breakdown of Value Sales for Bic, Energizer, P&G, Private Label, and Others (includes corresponding Graph/Chart)
Table 12: World Market for Pre-shaving and Post-shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Beiersdorf, Energizer, L'Oreal, P&G, Private Label, and Others (includes corresponding Graph/Chart)

Gillette's Innovative Product Journey over the Years
Large Multinationals Follow 'Reverse Engineering' Strategy in Emerging Markets

Shaving Preparations Market
Key Brands
Popular Wet Shaving Cream Brands by Origin Country

Electric Shavers Market Remains an Oligopoly
Table 13: Leading Players in the Global Electric Shavers Market (2014): Percentage Breakdown of Value Sales for Braun, Panasonic, Philips and Others (includes corresponding Graph/Chart)

Body Skincare Products
Market Leaders
Table 14: World Market for Body Skincare Products by Leading Players (2014): Percentage Breakdown for Beiersdorf, Estee Lauder, L'Oreal, Shiseido, Unilever and Others (includes corresponding Graph/Chart)

Facial Skincare Products
Market Leaders
Table 15: World Market for Facial Skincare Products Market by Leading Players (2014): Percentage Breakdown for Beiersdorf, Estee Lauder, L'Oreal, P&G, Shiseido, Unilever and Others (includes corresponding Graph/Chart)

3. MEN'S TOILETRIES
INDUSTRY OVERVIEW & MARKET DYNAMICS
Image and Beauty Consciousness of Males Drive Growth in Toiletries Segment

Table 16: Percentage of US and UK Males in Millennial, Generation X and Baby Boomer Age Groups Accepting Usage of Select Cosmetic Products (2014) (includes corresponding Graph/Chart)
Table 17: World Market for Select Men's Toiletries Products by Price Categories (2014): Percentage Breakdown of Value Sales for Mass-Market and Premium Products by Bath & Shower, Deodorants, Hair Care, and Skincare Products (includes corresponding Graph/Chart)

Skincare Products
Huge Untapped Market for Men’s Facial Skincare
Physiological Differences Entail Need for Male Specific Skincare Formulations
Skin Lightening Products to Grow Rapidly from Small Base
Table 18: World Skin Lighteners Market (2014): Percentage Breakdown of Dollar Sales by Geographic Region/Country (includes corresponding Graph/Chart)
Table 19: World Skin Lighteners Market: CAGR Ranking for the Period 2013-2020 by Geographic Region/Country (includes corresponding Graph/Chart)
Male Cosmetics Segment Offers New Opportunities
Deodorants
Deodorants Move Away from Unisex Brands
Table 20: Usage Pattern of Deodorant Formats Among Men (In %) (includes corresponding Graph/Chart)
Multifunctional Deodorants Gaining Demand

4. SHAVING PRODUCTS
INDUSTRY OVERVIEW & MARKET DYNAMICS
Traditional Wet Shaving Makes a Come Back
Table 21: Global Market for Shaving Products by Shaving Method (2014): Percentage Value Share Breakdown for Wet Shaving for Men, Electric Shaving for Men and Others (includes corresponding Graph/Chart)
Table 22: Global Market for Non-Electric Shavers for Men and Women by Geographic Region/ Country (2015): Percentage Breakdown of Retail Value Sales for US, Canada, Japan, Europe, Asia-Pacific, Latin America and Rest of World (includes corresponding Graph/Chart)
Table 23: Weekly Shaving Frequencies by Select Countries for Germany, US, Poland, Russia, and China (2014) (includes corresponding Graph/Chart)
Asia-Pacific: Fastest Growing Market for Shaving Creams
Table 24: World Market for Shaving Lotions/Creams: CAGR Ranking for 2014-2020 by Geographic Region (includes corresponding Graph/Chart)
Unshorn Fads Disrupt Sales Cycles of Men’s Shaving Products Market
Manscaping Trend Gains Traction, Focus Shifts from Male Facial Hair to Body Shaving
Electric Shavers: Designed for a Clean Shave
Convenience, Cost Effectiveness Motivate Male Consumers to Opt for Electric Shavers
Ear & Nose Trimmers: An Underdeveloped Market
Male Hair Removal Gadgets
A Growth Engine for Personal Care Appliances Market
Table 25: World Personal Care Appliances Market by Product Segment (2014 & 2016): Percentage Breakdown of Volume Sales for Hair Care, Hair Removal, Oral Care, and Other Personal Care Appliances (includes corresponding Graph/Chart)
Table 26: World Personal Care Appliances Market by Geographic Region/Country (2014 & 2016): Percentage Breakdown of Volume Sales for US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Middle East (includes corresponding Graph/Chart)
Robust Demand from Asian Economies, Product Innovations Drive Men’s Electric Shavers Market
Table 27: World Market for Electric Shavers for Men and Women by Geographic Region/ Country (2015): Percentage Breakdown of Value Sales for US, Canada, Japan, Europe, Asia-Pacific, Latin America and Rest of World (includes corresponding Graph/Chart)
Global Trade Data
Electric Shavers & Hair Clippers
Table 28: Global Exports of Electric Shavers & Hair Clippers (2013): Percentage Breakdown of Value Exports by Exporting Country (includes corresponding Graph/Chart)
Table 29: Global Imports of Electric Shavers & Hair Clippers (2013): Percentage Breakdown of Value Import by Importing Country (includes corresponding Graph/Chart)
Electric Shavers
Table 30: Global Exports of Electric Shavers (2013): Percentage Breakdown of Value Exports by Exporting Country (includes corresponding Graph/Chart)
Table 31: Global Imports of Electric Shavers (2013): Percentage Breakdown of Value Imports by Importing Country (includes corresponding Graph/Chart)
Razor Systems, Razor Handles & Blades
Table 32: Global Exports of Razor Systems, Razor Handles & Blades (2013): Percentage Breakdown of Value Exports by Exporting Country (includes corresponding Graph/Chart)
Table 33: Global Imports of Razor Systems, Razor Handles & Blades (2013): Percentage Breakdown of Value Import by Importing Country (includes corresponding Graph/Chart)
Pre-shave, Shaving and Aftershave Formulations
Table 34: Global Exports of Pre-shave, Shaving and Aftershave Formulations (2013): Percentage Breakdown of Value Exports by Exporting Country (includes corresponding Graph/Chart)
Table 35: Global Imports of Pre-shave, Shaving and Aftershave Formulations (2013): Percentage Breakdown
5. PRODUCT OVERVIEW

Introduction

Different Conditions of Men's Skin

Men's Grooming Products

Toiletries

Bath and Shower Products

Grainy Scrubs

Bubble Baths

Soaps

Bath Gels

Bath Salts

Hair Care Products

Major Hair Care Product Categories

Shampoos and Conditioners

Shampoos

Some of the Auxiliary Ingredients Used in Shampoos

Types of Shampoos

Regular Shampoo

Dandruff Shampoo

Basic Forms of Shampoos

Protecting Shampoo

Clarifying Shampoo

Balancing Shampoo

Volumizing Shampoo

Hair Conditioner

Ingredients of Hair Conditioner

Detanglers

Surfactants

Glossers

Thermal Protectors

Oils

Moisturizers

Acidifiers

Lubricants

Sequestrants

Reconstructors

Preservatives

Types of Conditioners

Pack Conditioners

Leave-In Conditioners

General Conditioners

Hair Sprays

Hair Styling Agents

Styling and Shaping Tresses Desirably

Hair Oil: Dominating the Hair Styling Group

New Styling Products on the Anvil

Salon Treatments

One for Everyone

Product Types

Designer Brands

Private Label

Hair Products for Men with Different Hair Types

Hair Products for Thick Hair

Hair Products for Thin or Fine Hair

Hair Products Meant for Medium-Textured Hair

Hair Products for Curly Hair

Grooming Products for Bald Men

Skin Care Products

Facial Care

Moisturizers

Moisturizing Mask
Lip Balm
Anti-Aging Products
Nanobelle Coenzyme Q10
Phytessence Wakame
Macademia/Avocado Oils
Silicon Dioxide
Cynergy TK
Vitamins
Honey
Babassu
Facial Cleanser
Body & Hand Care and Depilatories
Sunscreen for Men
Specially Raw Materials in Skin Care Products
Natural Ingredients in Skin Care Products
Natural Ingredients and Their Positive Effects
Deodorants
Antiperspirants
Shaving Products
Pre-Shave Products
Shaving Lotions
Shaving Creams
Post-Shave Products
Razors/Blades
Razor Handles
Razor Blades (Refills)
Disposable Razors
Electric Shavers
Trimmers (Beard & Mustache)
Beard Trimmers
Corded Beard Trimmers
Cordless Beard Trimmers
Pivot Motored Beard Trimmers
Rotary Motored Beard Trimmers
Universal Motored Beard Trimmers
Magnetic Motored Beard Trimmers
Shaving Accessories & Others
Shaving Techniques
Wet Shaving
Dry Shaving
Side Effects of Shaving
Cuts
Razor Burn
Razor Bumps
Laser Hair Removal Treatment
History

6. PRODUCT INTRODUCTIONS
Old Spice Rolls Out Fresher Collection
Gillette Unveils New ProGlide Sensitive 2-in-1 Shave Gel Plus Skin Care™
Evonik Introduces Innovative Men's Care Concepts
Philips Showcases Philips Shaver Series 9000, Philips VisaPure Men, Grooming app
Schick Unveils Hydro Groomer
Bottega Veneta Unveils Bottega Veneta Pour Homme Collection
Beiersdorf Introduces Nivea Men Sensitive Cooling Shaving Gel and Post Shave Balm
Hindustan Unilever Introduces Pond's Face Wash and Moisturizer for Men
Harry's Unveils Foaming Shave Gel and Aftershave Lotion
Himalaya Drug Company Introduces Himalaya for Him Line
Braun Releases Braun Series 9 Electric Shavers
Geepas Introduces Stay Cool Trimmers and Shavers
Apollo Quality Products Introduces New Stainless Steel Razor Handle
Schick Unveils Xtreme3 Eco Razor System
Gillette Debuts Fusion ProGlide with FlexBall Technology
adidas Launches Springblade Razor
Liquid Skin Care Introduces Lqd Shaving Solution for Men
The Nature's Co. Unveils Watermint Foaming Shave Gel
Harry's Launches Foam Shave Gel and After Shave Lotion
SoftSheen-Carson Laboratories Unveils Bump Rescue Exfoliating Cleanser
Lea Debuts LEA CLASSIC Shaving Products Range
NIVEA MEN Releases Fresh Active Shaving Line
Clinique Introduces Clinique for Men Portfolio
Oriflame Unveils North for Men After Shave Lotion
Mazorin Unveils WASH TRADE Face Scrub, Oakham's Razor Shaving Cream
Unilever Debuts Dove Men+Care Expert Shave Line
JK Helene Curtis Releases Park Avenue Speed Shower
Himalaya Drug Company Unveils Oily Clear Lemon Face Wash for Men
Kerastase Homme Capital Force Introduces Ultra-Fixing Densifying Gel, Amplifying Sculpture Gum
Amway India Debuts Men’s Grooming Line
Philips Releases BEARDTRIMMER Series 9000
Boots Unveils Men's No7 Men’s Skincare Line in the US
Kalandee Debuts Taylor of Old Bond Street Sandalwood Pre-Shave Oil
Dabur Debuts OxyLife Men Creme Bleach
Bulldog Introduces One Step At A Time Skincare in Mini Tin
ManCave Rolls Out Natural Men's Grooming Products in UK
Unilever Debuts Dove Men+Care Facial Care Line
Fendrihan Introduces Redesigned Edwin Jagger Shaving Brushes
The Gents Place Unveils Molton Brown's Luxury Male Grooming Line at Stores
Unilever Launches AXE Face Range for Men
HUL Debuted Axe Soap Bar for Men
Philips Introduces Philips Bodygroom
Raymond Unveils Park Avenue Beer Shampoo
Rex Skin Care Rolls Out Vitamin C Moisturizer, Matte Finish Serum, Instant Impact for Men
Fendrihan Introduces New Line of Proraso Shaving Line in Online Store
Birchbox Debut Birchbox Man Men's Grooming Line
Hairtrade Introduces Bluebeards Revenge, Macadamia Natural Oil, milk_shake
Braun and Gillette Develop Gillette Fusion ProGlide Styler

7. RECENT INDUSTRY ACTIVITY
Unilever Inks Agreement to Take Over REN Skincare
Estée Lauder Takes Over GLAMGLOW
Unilever Acquires Zest and Camay Brands from P&G
Harry's Acquires Feintechnik factory
Revlon Consumer Products Takes over The Colomer Group
Marico Acquires Set Wet, Livon, Zatak Brands from Reckitt Benckiser
PEI Licensing Inks Licensing Agreement with Argento SC by Sicura

8. FOCUS ON SELECT PLAYERS
Avon Products, Inc. (US)
Beiersdorf AG (Germany)
Colgate-Palmolive Company (US)
Coty, Inc. (US)
Energizer Holdings, Inc. (US)
The Estée Lauder Companies, Inc. (US)
Johnson & Johnson (US)
Koninklijke Philips N.V. (The Netherlands)
L’Oreal Group (France)
Mirato S.p.A. (Italy)
Procter & Gamble Company (US)
PZ Cussons Plc (UK)
The Unilever Group (The Netherlands)

9. GLOBAL MARKET PERSPECTIVE
Table 36: World Recent Past, Current & Future Analysis for Men's Grooming Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently
Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding
Table 37: World Historic Review for Men's Grooming Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently
Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding
Graph/Chart)

Table 38: World 14-Year Perspective for Men's Grooming Products by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and
Latin American Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Table 39: World Recent Past, Current & Future Analysis for Men's Toiletries by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently
Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding
Graph/Chart)

Table 40: World Historic Review for Men's Toiletries by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently
Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding
Graph/Chart)

Table 41: World 14-Year Perspective for Men's Toiletries by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and
Latin American Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Table 42: World Recent Past, Current & Future Analysis for Men's Toiletries by Product Segment
Bath & Shower Products, Hair Care Products, Skin Care Products, and Deodorants Markets Independently
Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding
Graph/Chart)

Table 43: World Historic Review for Men's Toiletries by Product Segment
Bath & Shower Products, Hair Care Products, Skin Care Products, and Deodorants Markets Independently
Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding
Graph/Chart)

Table 44: World 14-Year Perspective for Men's Toiletries by Product Segment
Percentage Breakdown of Dollar Sales for Bath & Shower Products, Hair Care Products, Skin Care Products,
and Deodorants Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Table 45: World Recent Past, Current & Future Analysis for Men's Bath & Shower Products by Geographic
Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently
Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding
Graph/Chart)

Table 46: World Historic Review for Men's Bath & Shower Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently
Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding
Graph/Chart)

Table 47: World 14-Year Perspective for Men's Bath & Shower Products by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and
Latin American Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Table 48: World Recent Past, Current & Future Analysis for Men's Hair Care Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently
Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding
Graph/Chart)

Table 49: World Historic Review for Men's Hair Care Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently
Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding
Graph/Chart)

Table 50: World 14-Year Perspective for Men's Hair Care Products by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and
Latin American Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Table 51: World Recent Past, Current & Future Analysis for Men's Skin Care Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently
Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding
Graph/Chart)

Table 52: World Historic Review for Men's Skin Care Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently
Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding
Graph/Chart)

Table 53: World 14-Year Perspective for Men's Skin Care Products by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and
Table 54: World Recent Past, Current & Future Analysis for Men's Deodorants by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 55: World Historic Review for Men's Deodorants by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 56: World 14-Year Perspective for Men's Deodorants by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Table 57: World Recent Past, Current & Future Analysis for Men's Shaving Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 58: World Historic Review for Men's Shaving Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 59: World 14-Year Perspective for Men's Shaving Products by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Table 60: World Recent Past, Current & Future Analysis for Men's Pre-Shave Products by Product Segment
Pre-Shave Products, Post-Shave Products, and Razors/Blades Products Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 61: World Historic Review for Men's Pre-Shave Products by Product Segment
Pre-Shave Products, Post-Shave Products, and Razors/Blades Products Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 62: World 14-Year Perspective for Men's Pre-Shave Products by Product Segment
Percentage Breakdown of Dollar Sales for Pre-Shave Products, Post-Shave Products, and Razors/Blades Products Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Table 63: World Recent Past, Current & Future Analysis for Men's Post-Shave Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 64: World Historic Review for Men's Post-Shave Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 65: World 14-Year Perspective for Men's Post-Shave Products by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Table 66: World Recent Past, Current & Future Analysis for Men's Razors/Blades Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 67: World Historic Review for Men's Razors/Blades Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 68: World 14-Year Perspective for Men's Razors/Blades Products by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Table 69: World Recent Past, Current & Future Analysis for Men's Pre-Shave Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 70: World Historic Review for Men's Pre-Shave Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 71: World 14-Year Perspective for Men's Razors/Blades Products by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

III. MARKET

1. THE UNITED STATES

A. Market Analysis

US Male Grooming Market Benefits from Improving Consumer Confidence

Table 72: Consumer Confidence in the United States (2011-Q3-2014): Breakdown of Indexed Points (includes corresponding Graph/Chart)

Millennials, Baby Boomers to Drive Market Growth

Table 73: Percentage of US Males in Millennial, Generation X and Baby Boomer Age Groups Accepting Usage of Select Cosmetic Products (2014) (includes corresponding Graph/Chart)

Male Toiletries Market in the US
An Underexplored and Challenging Market with Huge Potential

Men's Skin Care Range Gaining Prominence

Table 74: US Market for Skin Care Products (2015): Percentage Breakdown of Retail Value Sales by Category (includes corresponding Graph/Chart)

Hair Coloring Products
Just for Men Leads the Pack

Table 75: US Men's Hair Coloring Products Market by Leading Brands (2014): Percentage Breakdown of Value Sales for Just for Men and Others (includes corresponding Graph/Chart)

Deodorant Manufacturers Targeting Young Male Consumers

Table 76: US Deodorants Market by Gender (2014): Percentage Breakdown of Value Sales for Women's, Men's, and Unisex Deodorants (includes corresponding Graph/Chart)

Health-Conscious Consumers Drive Demand for Deodorants with Natural Ingredients

Increasing Focus on Women in Marketing Campaigns

Distribution Channel Analysis

Table 77: US Deodorants Market by Distribution Channel (2014): Percentage Breakdown of Value Sales for Convenience Stores, Department Stores, Drug Stores & Pharmacies, Health & Beauty Stores, Supermarkets/Hypermarkets, and Others (includes corresponding Graph/Chart)

Shaving Products Market
Competition Intensifies in Shaving Products Market

Table 78: US Shaving Products Market by Leading Players (2014): Percentage Breakdown of Sales Revenue for Bic, Energizer/Schick, P&G/Gillette, and Others (includes corresponding Graph/Chart)

Table 79: US Men's Shaving Cartridge Market by Leading Brands (2014): Percentage Breakdown of Value Sales for Gillette Fusion, Gillette Fusion ProGlide, Gillette Fusion ProGlide Power, Gillette Mach3, Gillette Mach3 Turbo, and Others (includes corresponding Graph/Chart)

Lower Cost Offerings Fuel Rise of Disruptive Channels

Table 80: Men's Shavers Market in the US (2014): Percentage Breakdown of Sales by Distribution Channel for Discount Stores; Drugstores; Food Stores; Mass Merchants; and Club, Convenience, Military & Others (includes corresponding Graph/Chart)

Onslaught of Cheaper Imports Affecting Domestic Electric Shaver Manufacturers

Competition

Table 81: Leading Players in the US Men's Electric Shavers Market (2014): Percentage Breakdown of Volume Sales for Braun, Panasonic, Philips/Norelco, Remington, and Others (includes corresponding Graph/Chart)

EXIM Statistics

Electric Shavers & Hair Clippers

Table 82: US Exports of Electric Shavers & Hair Clippers (2013): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)

Table 83: US Imports of Electric Shavers & Hair Clippers (2013): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)

Electric Shavers

Table 84: US Exports of Electric Shavers (2013): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)

Table 85: US Imports of Electric Shavers (2013): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)

Razors & Blades

Table 86: US Exports of Razors & Blades (2013): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)

Table 87: US Imports of Razors & Blades (2013): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)
Pre-Shave, Shaving, and Aftershave Formulations
Table 88: US Exports of Pre-Shave, Shaving, and Aftershave Formulations (2013): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)

Men's Grooming Products in North America
A Brief Overview
Increasing Sale of Men's Grooming Products in Drug Stores
Table 89: North American Retail Market for Men's Grooming Products by Distribution Channel (2014): Percentage Breakdown of Value Sales for Beauty Product Specialist Stores, Drug Stores & Chemists, Online Retail, Supermarkets & Hypermarkets, and Others (includes corresponding Graph/Chart)

Competitive Landscape
Table 90: North American Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Bic, Energizer, P&G, Private Label, and Others (includes corresponding Graph/Chart)
Table 91: North American Market for Razors and Blades by Leading Players (2014): Percentage Breakdown of Value Sales for Bic, Energizer, P&G, Private Label, and Others (includes corresponding Graph/Chart)
Table 92: North American Market for Pre-shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Beiersdorf, Energizer, P&G, Private Label, and Others (includes corresponding Graph/Chart)
Table 93: North American Market for Post-Shave Products by Leading Players (2014): Percentage Breakdown of Value Sales for Beiersdorf, Energizer, P&G, Private Label, and Others (includes corresponding Graph/Chart)

Product Introductions
Strategic Corporate Developments
Select Key Players
B. Market Analytics
Table 94: US Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 95: US Historic Review for Men's Grooming Products by Product Group/Segment Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 96: US 14-Year Perspective for Men's Grooming Products by Product Group/Segment Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

2. CANADA
A. Market Analysis
Current & Future Analysis
Manufacturers Customize Strategies to Target Distinct Male Consumer Groups
Baby Boomers and Youth Drive Market
Skin Care Demonstrates Higher Growth
Competitive Scenario
Table 97: Leading Players in the Canadian Men's Grooming Products (2014): Percentage Breakdown by Value Sales for Colgate-Palmolive Canada, Energizer Holdings, Procter & Gamble, The Dial Corp., Unilever Canada, and Others (includes corresponding Graph/Chart)
EXIM Statistics
Razors & Blades
Table 98: Canadian Exports of Razors & Blades (2013): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
Table 99: Canadian Imports of Razors & Blades (2013): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)
Pre-Shave, Shaving, and Aftershave Formulations
Table 100: Canadian Exports of Pre-Shave, Shaving, and Aftershave Formulations (2013): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
Table 101: Canadian Imports of Pre-Shave, Shaving, and Aftershave Formulations (2013): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)
Electric Shavers
Table 102: Canadian Imports of Electric Shavers (2013): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)
Table 103: Canadian Exports of Electric Shavers (2013): Percentage Breakdown of Value Exports by
Destination Country (includes corresponding Graph/Chart)

Product Introductions

B. Market Analytics

Table 104: Canadian Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 105: Canadian Historic Review for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 106: Canadian 14-Year Perspective for Men's Grooming Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

3. JAPAN
A. Market Analysis
Current & Future Analysis
Shaving Products

Table 107: Japanese Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)

Table 108: Japanese Market for Electric Shavers by Leading Players (2013): Percentage Breakdown of Sales for Gillette, Hitachi, Panasonic, and Others (includes corresponding Graph/Chart)

Product Introduction
B. Market Analytics

Table 109: Japanese Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 110: Japanese Historic Review for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 111: Japanese 14-Year Perspective for Men's Grooming Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

4. EUROPE
A. Market Analysis
Current & Future Analysis

Table 112: Consumer Confidence in Select EU Countries 2013 & Q3 2014: Breakdown of Indexed Points (includes corresponding Graph/Chart)

Table 113: Western Europe Market for Select Men's Toiletries Products by Price Category (2014): Percentage Breakdown of Value Sales for Premium and Mass-Market Products (includes corresponding Graph/Chart)

Distribution Channel Analysis

Table 114: Western Europe Retail Market for Men's Grooming Products by Distribution Channel (2014): Percentage Breakdown of Value Sales for Beauty Product Specialist Stores, Drug Stores & Chemists, Online Retail, Supermarkets & Hypermarkets, and Others (includes corresponding Graph/Chart)

Table 115: Eastern Europe Retail Market for Men's Grooming Products by Distribution Channel (2014): Percentage Breakdown of Value Sales for Beauty Product Specialist Stores, Department Stores, Direct Selling, Drug Stores & Chemists, and Others (includes corresponding Graph/Chart)

Western Europe

Competition Statistics for Men's Shaving Market

Table 116: Western Europe Market for Pre-Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Beiersdorf, Energizer, P&G, Private Label, and Others (includes corresponding Graph/Chart)

Table 117: Western Europe Market for Post-Shave Products by Leading Players (2014): Percentage Breakdown of Value Sales for Beiersdorf, P&G, Private Label, and Others (includes corresponding...
Table 118: Western Europe Market for Razors and Blades by Leading Players (2014): Percentage Breakdown of Value Sales for Bic, Energizer, P&G, Private Label, and Others (includes corresponding Graph/Chart)

EXIM Trade Data for Pre-Shave, Shaving, and Aftershave Formulations
Table 119: European Exports of Pre-Shave, Shaving, and Aftershave Formulations (2013): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
Table 120: European Exports of Pre-Shave, Shaving, and Aftershave Formulations (2013): Percentage Breakdown of Volume Exports by Destination Country (includes corresponding Graph/Chart)
Table 121: European Imports of Pre-Shave, Shaving, and Aftershave Formulations (2013): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)
Table 122: European Imports of Pre-Shave, Shaving, and Aftershave Formulations (2013): Percentage Breakdown of Volume Imports by Country of Origin (includes corresponding Graph/Chart)

B. Market Analytics
Table 123: European Recent Past, Current & Future Analysis for Men's Grooming Products by Geographic Region
France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 124: European Historic Review for Men's Grooming Products by Geographic Region
France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 125: European 14-Year Perspective for Men's Grooming Products by Geographic Region
Percentage Breakdown of Dollar Sales for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 126: European Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 127: European Historic Review for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 128: European 14-Year Perspective for Men's Grooming Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

4a. FRANCE
A. Market Analysis
Current & Future Analysis
French Male Grooming Products Market Witnesses Steady Growth
Competitive Scenario
Table 129: French Men's Grooming Product Market by Leading Players (2014): Percentage Breakdown of Sales Revenue for Laboratoires LaScad, P&G France, Unilever France, and Others (includes corresponding Graph/Chart)
Product Introduction
L'Oréal Group
A. Leading French Player
B. Market Analytics
Table 130: French Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 131: French Historic Review for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 132: French 14-Year Perspective for Men's Grooming Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

4b. GERMANY
A. Market Analysis
Positive Consumer Behavior Bolsters Growth in German Men`s Grooming Product Market
Table 133: German Market for Facial Skincare Products by Gender-specific Categories (2014): Percentage Breakdown of Value Sales for Female-specific, and Male Specific Skincare Products (includes corresponding Graph/Chart)

Shaving Products Dominate Market
Table 134: German Market for Men's Grooming Products by Product Segment (2014): Percentage Breakdown of Value Sales for Bath & Shower Products, Deodorants, Skin Care, Hair Care, Razors & Blades, Pre-Shave Products, and Post-Shave Products (includes corresponding Graph/Chart)

Competition
Product Launches
Corporate Development
Beiersdorf AG
A Major German Player
B.Market Analytics

Table 135: German Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 136: German Historic Review for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 137: German 14-Year Perspective for Men's Grooming Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

4c. ITALY
A.Market Analysis
Current & Future Analysis
MIRATO S.p.A.
A Select Player
B.Market Analytics

Table 138: Italian Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 139: Italian Historic Review for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 140: Italian 14-Year Perspective for Men's Grooming Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

4d. THE UNITED KINGDOM
A.Market Analysis
Current & Future Analysis
Booming Sales in UK's Men's Grooming Products Market
Table 141: Men's Grooming Product Market in the UK (2014): Percentage Breakdown of Men's Usage Preference by Product Segment for Conditioner, Facial Cleanser, Facial Moisturizer, Fake Tan, Hair Colorants, Pre-shaving and Post-shaving Formulations, Shampoo, Styling Products, and Sunscreen (includes corresponding Graph/Chart)
Top 10 Lotion and Face Cream Brands Utilized by Male Consumers in the UK Ranked in Descending Order
Usage Patterns of Skincare Products Vary by Region
Table 142: UK Market for Men's Skincare Product by Type (2014): Market Share Breakdown for Creams, Gels, Lotions, Serum, and Others (includes corresponding Graph/Chart)

Competition
Table 143: UK Market for Men's Toiletries by Brand (2014): Market Share Breakdown for Gillette, Lynx, Nivea Men, Sure Men, Wilkinson, and Others (includes corresponding Graph/Chart)
Table 144: UK Market for Men's Skincare by Brand (2014): Market Share Breakdown for Bulldog, Gillette, King of Shaves, Men Expert, Nivea Men, and Others (includes corresponding Graph/Chart)
Table 145: UK Market for Electric/Battery Shavers for Men by Brand (2014): Percentage Share Breakdown of Number of Users for Philips, Braun, Remington, and Others (includes corresponding Graph/Chart)

UK's Senior Citizen Population Presents Lucrative Opportunities for Grooming Products

Table 146: Percentage of UK Males in Millennial, Generation X and Baby Boomer Age Groups Accepting Usage of Select Cosmetic Products (2014) (includes corresponding Graph/Chart)

Insight into Factors Influencing Men during Purchase of Grooming Products

Table 147: Percentage of Males in the UK Removing Body Hair from Arms, Back, Bottom, Chest, Eyebrows, Feet, Legs, Pubic Region, and Underarms (2014) (includes corresponding Graph/Chart)

Pop Culture Endorsed in Audiovisual and Print Media Benefits Men's Grooming Market

Product Introductions

Strategic Corporate Developments

PZ Cussons Plc

A Leading UK Player

B. Market Analytics

Table 148: UK Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment

Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 149: UK Historic Review for Men's Grooming Products by Product Group/Segment

Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 150: UK 14-Year Perspective for Men's Grooming Products by Product Group/Segment

Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

4e. SPAIN

A. Market Analysis

Current & Future Analysis

Weaker Macroeconomic Fundamentals Stifle Men's Grooming Product Competition

Product Introduction

B. Market Analytics

Table 151: Spanish Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment

Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 152: Spanish Historic Review for Men's Grooming Products by Product Group/Segment

Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 153: Spanish 14-Year Perspective for Men's Grooming Products by Product Group/Segment

Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

4f. RUSSIA

A. Market Analysis

Current & Future Analysis

Male Grooming Market Booming in Russia

Table 154: Men's Grooming Product Market in Russia (2014): Percentage Breakdown of Men's Usage Preference by Product Segment for Day Cream, Deodorants, Eau de Toilette, Exfoliants, Face Cleansers, Face Lotion & Tonic, Foot Care, Hand Cream, Moisturizing Cream, Shaving Products, and Sun Care Products (includes corresponding Graph/Chart)

Table 155: Men's Skincare Brands in Russia (2014): Percentage Breakdown of Men's Usage Preference by Brand for Avon, Chistaya Linia, Clearasil, Nivea, and Oriflame (includes corresponding Graph/Chart)

Table 156: Men's Aftershave Brands in Russia (2014): Percentage Breakdown of Men's Usage Preference by Brand for Arko, Arko Men, Gillette, Nivea, and Old Spice (includes corresponding Graph/Chart)

Urban Male Youth

A Promising Consumer Group

Beauty Specialist Outlets and Supermarkets Corner Bulk of Sales

Table 157: Men's Grooming Products in Russia (2014): Percentage Breakdown of Men's Purchasing
Preference by Distribution Channel for Beauty Specialist Outlets, Direct Sellers, Online Retailers, and Supermarkets (includes corresponding Graph/Chart)

Competitive Scenario

B. Market Analytics

Table 158: Russian Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 159: Russian Historic Review for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 160: Russian 14-Year Perspective for Men's Grooming Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

4g. REST OF EUROPE

A. Market Analysis

Current & Future Analysis

Overview of Select Regional Markets

Bulgaria

Denmark

Men's Grooming Yet to Break Free from Recessionary Lull

Competition

Finland

Men's Grooming Product Remains Underdeveloped

Competition

Ireland

Men's Grooming Products Market to Witness Steady Growth

Multinationals Dominate the Irish Market

Table 161: Irish Men's Grooming Product Market by Leading Players (2014): Percentage Breakdown of Sales Revenue for P&G (Mfg) Ireland, Unilever Ireland, Wilkinson Sword, and Others (includes corresponding Graph/Chart)

Latvia

The Netherlands

Economic Uncertainty Saps Momentum of Men's Grooming Market

Competition

Turkey

Favorable Macroeconomic Factors Spur Growth in Shaving Products Market

Table 162: Turkish Razors and Blades Market by Product Type (2014): Percentage Breakdown of Value sales for Disposable Razors, Razor Systems (Blade Refills, and Razor Handles), and Others (includes corresponding Graph/Chart)

P&G Leads Turkish Men's Grooming Market

Table 163: Leading Brands in the Turkish Men's Razor and Blade Market (2014): Percentage Breakdown of Value Sales for Derby, Gillette Blue II, Gillette Sensor Excel, Gillette Mach3, Permatik, and Others (includes corresponding Graph/Chart)

Table 164: Leading Players in the Turkish Men's Grooming Market (2014): Percentage Breakdown of Value Sales for Azmusebat, Beiersdorf, P&G, Unilever, Private Labels, and Others (includes corresponding Graph/Chart)

Product Introductions

Select Key Players

B. Market Analytics

Table 165: Rest of Europe Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 166: Rest of Europe Historic Review for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 167: Rest of Europe 14-Year Perspective for Men's Grooming Products by Product Group/Segment Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC
A. Market Analysis
Current & Future Analysis
Table 168: Consumer Confidence in China & India Vs Global: A Comparison for Years 2011-3Q2014 (includes corresponding Graph/Chart)
Asia Witnesses Revolutionary Change in Male Attitudes towards Cosmetics
Despite Fast-paced Growth, Market Penetration of Male Grooming Products Remains Low
Top 5 Men's Grooming Products Ranked in Descending Order of Usage among Asian Men: 2014
Innovative Product Design and Promotion Strategies Hold Key to Unlocking Asian Market
Distribution Channel Analysis
Table 169: Asia-Pacific Retail Market for Men's Grooming Products by Distribution Channel (2014): Percentage Breakdown of Value Sales for Beauty Product Specialist Stores, Department Stores, Direct Sales, Drug Stores & Pharmacies, Supermarkets & Hypermarkets, and Others (includes corresponding Graph/Chart)
B. Market Analytics
Table 170: Asia-Pacific Recent Past, Current & Future Analysis for Men's Grooming Products by Geographic Region
Australia, China, India, South Korea and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 171: Asia-Pacific Historic Review for Men's Grooming Products by Geographic Region
Australia, China, India, South Korea and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 172: Asia-Pacific 14-Year Perspective for Men's Grooming Products by Geographic Region
Percentage Breakdown of Dollar Sales for Australia, China, India, South Korea, and Rest of Asia-Pacific Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 173: Asia-Pacific Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 174: Asia-Pacific Historic Review for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 175: Asia-Pacific 14-Year Perspective for Men's Grooming Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
5a. AUSTRALIA
A. Market Analysis
Current & Future Analysis
Changing Consumer Attitudes Augur Bright Future for Australian Market
Unilever Dominates Men’s Grooming Products Market
Product Introduction
B. Market Analytics
Table 176: Australian Recent Past, Current & Future Analysis for Men's Grooming Products Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 177: Australian Historic Review for Men's Grooming Products Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
5b. CHINA
A. Market Analysis
Current & Future Analysis
Table 178: Chinese Beauty and Personal Care Product Market by Product Segment (2014): Percentage Breakdown of Value Sales for Baby & Child Products, Bath & Shower, Color Cosmetics, Fragrances, Hair Care, Men's Grooming Products, Oral Care, Skincare, and Others (includes corresponding Graph/Chart)
Competitive Scenario
Shaving Products
Table 179: Chinese Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value

Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)

Chinese Market Expanding Rapidly, Ample Scope for Market Growth
Penetration of Male Grooming Remains Low
Local and Foreign Brands Battle for Slice of Fast-Growing Chinese Men's Grooming Market
Major International Manufacturers and Brands Offering Men's Grooming Products in China
Major Domestic Manufacturers and Brands Offering Men's Grooming Products in China
Internet to Boost Chinese Male Skin Care Market

B. Market Analytics

Table 180: Chinese Recent Past, Current & Future Analysis for Men's Grooming Products Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 181: Chinese Historic Review for Men's Grooming Products Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Sc. INDIA

A. Market Analysis

Current and Future Analysis

Indian Men's Grooming Industry Soars to New Heights

Table 182: Indian Men's Grooming Product Market by Product Segment (2014): Percentage Share Breakdown for Deodorants & Fragrances, Shampoos, Shaving Products, Soaps, and Others (includes corresponding Graph/Chart)

Indian Men Demand More Value Addition in Grooming Products

Product Innovation and Diversification to Accelerate Market Growth

India

A. Highly Potent Market for Men's Shaving Products

Styled Stubbles in Vogue Auguring Good Tidings for Electric Shavers and Trimmers

Skincare Products to outperform all Other Segments

Lucrative Market for Men's Skin Lightening Formulations

Select Men's Skin Whitening Products by Company and Launch Year

Competitive Environment

Rise of Gillette to the Zenith of Indian Men's Shaving Market

A Business Case

Table 183: Indian Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)

Competitive Dynamics in the Men's Fairness Cream Sector

Table 184: Leading Players in the Indian Fairness Creams Market for Men (2014): Percentage Breakdown of Value Sales for Emami, Hindustan Unilever, Garnier, Nivea and Others (includes corresponding Graph/Chart)

Product Introductions

Corporate Development

B. Market Analytics

Table 185: Indian Recent Past, Current & Future Analysis for Men's Grooming Products Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 186: Indian Historic Review for Men's Grooming Products Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Sd. SOUTH KOREA

A. Market Analysis

Current & Future Analysis

Bright Outlook for Men's Grooming Products Market

Competition in Shaving Products Market

Table 187: South Korean Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)

B. Market Analytics

Table 188: South Korean Recent Past, Current & Future Analysis for Men's Grooming Products Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 189: South Korean Historic Review for Men's Grooming Products Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Se. REST OF ASIA-PACIFIC

A. Market Analysis

Current & Future Analysis

Overview of Select Markets

Hong Kong

P&G Dominates

Malaysia

Positive Macroeconomic Buoy Demand for Men's Grooming Products

Competition
Taiwan
Opportunities Exist for New Products in Men's Grooming Kit
Table 190: Taiwanese Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)

The Philippines
A Potent Market for Men's Grooming Products
Top 4 Men's Grooming Products Ranked in Descending Order of Usage among Filipino Men
Product Introduction
B. Market Analytics
Table 191: Rest of Asia-Pacific Recent Past, Current & Future Analysis for Men's Grooming Products Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 192: Rest of Asia-Pacific Historic Review for Men's Grooming Products Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

6. MIDDLE EAST AND AFRICA
A. Market Analysis
Current & Future Analysis
Overview of Select Regions
Middle East & Africa
Table 193: Men's Grooming Market in the Middle East & Africa by Geographic Region (2014): Percentage Breakdown of Value Sales for Egypt, Iran, Israel, Morocco, Saudi Arabia, South Africa, Tunisia, UAE, and Rest of Middle East & Africa (includes corresponding Graph/Chart)
Table 194: Men's Grooming Market in the Middle East & Africa by Distribution Channel (2014): Percentage Breakdown of Value Sales for Beauty Product Specialist Stores, Department Stores, Direct Selling, Drug Stores & Chemists, and Supermarkets & Hypermarkets (includes corresponding Graph/Chart)

Africa
the Future Growth Engine for Global Men's Grooming Market
South Africa
Metrosexual Males Drive Demand for New Grooming Products
Table 195: South African Men's Grooming Product Market by Leading Players (2014): Percentage Breakdown of Sales Revenue for Beiersdorf Consumer Products, Procter & Gamble, Tiger Consumer Brands, Unilever South Africa, and Others (includes corresponding Graph/Chart)

Iran
Competitive Scenario

Israel
Competitive Environment

Saudi Arabia
Youth Population Drives Sales of Men`s Grooming Product

UAE
Men's Grooming Products Market Continues to Blossom

Competitive Scenario
Table 196: Men's Grooming Product Market in the UAE by Leading Players (2014): Percentage Breakdown of Sales Revenue for Procter & Gamble Gulf FZE, SuperMax Corp, and Others (includes corresponding Graph/Chart)

Product Introductions
B. Market Analytics
Table 197: Middle East & Africa Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment
Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 198: Middle East & Africa Historic Review for Men's Grooming Products by Product Group/Segment Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 199: Middle East & Africa 14-Year Perspective for Men's Grooming Products by Product Group/Segment Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

7. LATIN AMERICA
A. Market Analysis

Current & Future Analysis

Latin America

A Dynamic Market for Male Grooming Products

Male Cosmetics and Shaving Products Dominate

Table 200: Per-capita Spending on Men's Razors & Blades in US$ for Select Latin American Countries (2014)
(includes corresponding Graph/Chart)

Deodorants Market Scenario

Table 201: Latin American Deodorants Market by Product Segment (2015): Percentage Breakdown of Retail
Value Sales for Stick & Solid Deodorants, Spray Deodorants, Roll-On Deodorants, and Other Deodorants
Markets (includes corresponding Graph/Chart)

Distribution Channels for Male Cosmetics

Table 202: Latin American Retail Sales of Men's Grooming Products by Distribution Channel (2014):
Percentage Breakdown of Value Sales for Beauty Product Specialist Stores, Direct Selling, Drug Stores &
Chemists, Supermarkets & Hypermarkets, and Others (includes corresponding Graph/Chart)

B. Market Analytics

Table 203: Latin American Recent Past, Current & Future Analysis for Men's Grooming Products by
Geographic Region

Brazil, Mexico, and Rest of Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 204: Latin American Historic Review for Men's Grooming Products by Geographic Region

Brazil, Mexico, and Rest of Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 205: Latin American 14-Year Perspective for Men's Grooming Products by Geographic Region

Percentage Breakdown of Dollar Sales for Brazil, Mexico, and Rest of Latin American Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Table 206: Latin American Recent Past, Current & Future Analysis for Men's Grooming Products by Product Group/Segment

Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 207: Latin American Recent Past, Current & Future Analysis for Men's Grooming Products Market with
Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 208: Latin American Historic Review for Men's Grooming Products Market with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 209: Latin American 14-Year Perspective for Men's Grooming Products Market

Percentage Breakdown of Dollar Sales for Toiletries (Bath and Shower Products, Hair Care Products, Skin Care Products, and Deodorants), and Shaving Products (Pre-Shave Products, Post-Shave Products, and Razors/Blades) Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

7a. BRAZIL

A. Market Analysis

Current & Future Analysis

Top Brands Dominate Brazilian Market through Product Quality and Diversity

Table 209: Brazilian Cosmetics and Personal Care Product Market by Product Segments (2014): Percentage Breakdown of Value Sales for Bath & Shower, Deodorants, Hair Care, Male-specific Grooming Products, Skincare, and Others (includes corresponding Graph/Chart)

Table 210: Brazilian Men's Grooming Products Market by Distribution Channel (2014): Percentage Breakdown of Value Sales for Beauty Specialist Outlets, Direct Sellers, Drugstores & Pharmacies, Groceries, and Others (includes corresponding Graph/Chart)

P&G Dominates the Brazilian Market

Table 211: Brazilian Men's Grooming Products Market by Leading Players (2014): Percentage Breakdown of Value Sales for Beiersdorf, Hypermarcas, Natura, P&G, Unilever, and Others (includes corresponding Graph/Chart)

Table 212: Brazilian Shaving Products Market by Leading Players (2014): Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)

B. Market Analytics

Table 213: Brazilian Recent Past, Current & Future Analysis for Men's Grooming Products Market with
Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 214: Brazilian Historic Review for Men's Grooming Products Market with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

7b. MEXICO

A. Market Analysis

Current & Future Analysis
Competitive Scenario
Table 215: Mexican Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)

B. Market Analytics
Table 216: Mexican Recent Past, Current & Future Analysis for Men's Grooming Products Market with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 217: Mexican Historic Review for Men's Grooming Products Market with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

7c. REST OF LATIN AMERICA
A. Market Analysis

Current & Future Analysis

Argentinean Men’s Grooming Products Market in Nascent Stage
Table 218: Argentinean Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)

Shaving Products
Leading Players in Select Regional Markets
Table 219: Chilean Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)
Table 220: Columbian Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)
Table 221: Peruvian Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)
Table 222: Venezuelan Market for Shaving Products by Leading Players (2014): Percentage Breakdown of Value Sales for Energizer, P&G, and Others (includes corresponding Graph/Chart)

B. Market Analytics
Table 223: Rest of Latin American Recent Past, Current & Future Analysis for Men's Grooming Products Market with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 224: Rest of Latin American Historic Review for Men's Grooming Products Market with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 156 (including Divisions/Subsidiaries 188)

The United States (69)
  Canada (4)
  Japan (4)
Europe (73)
  - France (10)
  - Germany (7)
  - The United Kingdom (26)
  - Italy (4)
  - Spain (4)
  - Rest of Europe (22)
Asia-Pacific (Excluding Japan) (29)
  - Latin America (2)
  - Africa (3)
  - Middle East (4)

Ordering:
Order Online - http://www.researchandmarkets.com/reports/1227795/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Men's Grooming Products - Global Strategic Business Report
Web Address: http://www.researchandmarkets.com/reports/1227795/
Office Code: SCISXHL9

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td></td>
<td>USD 4950</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td></td>
<td>USD 6930</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 10 Users:</td>
<td></td>
<td>USD 9405</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 15 Users:</td>
<td></td>
<td>USD 11880</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card:  You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check:  Please post the check, accompanied by this form, to:

Research and Markets,  
Guinness Center,  
Taylors Lane,  
Dublin 8,  
Ireland.

☐ Pay by wire transfer:  Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
</tbody>
</table>
| Bank Address   | Ulster Bank,  
                 | 27-35 Main Street,  
                 | Blackrock,  
                 | Co. Dublin,  
                 | Ireland. |

If you have a Marketing Code please enter it below:

Marketing Code: __________________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA  
+353-1-481-1716 or +353-1-653-1571 - From Rest of World