Global Male Grooming Products Market 2015-2019

Description: About male grooming products
Earlier men used generic unisex brands. However, these days, men prefer to use brands, which are customized as per their skin and age. This change has transformed the entire beauty and personal care industry and every leading consumer products company has ventured to capture male target customers. Customers are no longer restricted to manual grooming products and have started experimenting with electric shavers, trimmers, and other electric grooming equipment. Some men try products to emulate the style of their favorite celebrities, while others select them for attributes such as good design, ergonomics, and comfort.

This report focuses on electric male grooming products such as electric shaver, electric trimmers, and other products like nose and ear hair trimmers, body groomers, and hair clippers, and accessories such as replacement heads, chargers, and cleaning brushes.

The analysts forecast the global male grooming products market to grow at a CAGR of 7.60% during 2014-2019.

Covered in this report
To calculate the market size, the report considers revenue generated from the sales of electric male grooming products. It mainly considers revenue generated from retail sales of these products. On the basis of the product type, the report considers the following product segments:

- Electric shavers
- Electric trimmers
- Other products

The report, Global Male Grooming Products Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key regions
- APAC
- Europe
- North America
- ROW

Key vendors
- Gillette
- Panasonic Home Appliances
- Philips
- Procter and Gamble
- Spectrum Brands

Other prominent vendors
- Andis
- Conair
- Helen of Troy
- Wahl Clipper

Market driver
- Change in preferences
- For a full, detailed list, view our report

Market challenge
- Heterogeneous grooming habits
- For a full, detailed list, view our report
Market trend
- Growth of e-commerce
- For a full, detailed list, view our report

Key questions answered in this report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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