Global Shaving Lotions and Creams Market 2015-2019

Description: Overview of the shaving lotions and creams market

The research analyst predicts the global shaving lotions and creams market to grow steadily at a CAGR of 7% during the forecast period. The increasing awareness about male grooming is driving the growth of this market. Men are becoming more fashion conscious and trying new innovative shaving products available in the market. For instance, the third Friday of August every year is celebrated as the National Men's Grooming Day, encouraging men to enhance their grooming habits.

The emergence of organic and natural ingredient based products is also anticipated to fuel the market growth during the forecast period. Regular usage of chemical based shaving products may lead to some side-effects such as acne, redness to the skin and other skin-related irritations. Consumers have become aware that ingredients like triethanolamine, palmitic acid, isopentane, glycols, sulfates, polytetrafluoroethylene and butylated hydroxytoluene are harmful to skin. This awareness has led the consumers to look for products with natural and organic ingredients that are safer on the skin.

Product segmentation and analysis of the shaving lotions and creams market

Aftershave
Pre-shave
The pre-shave segment dominated the market during 2014, with a market share of 62%. The report predicts this segment to retain its leadership until the end of 2019. This segment includes shaving creams, soaps, foams, gels, and oils. The rising awareness about male grooming and the growing corporate culture are driving the growth of this segment.

Segmentation by distribution channel and analysis of the shaving lotions and creams market

Hypermarkets/Supermarkets
Drugstores
Online retails
Independent retailers and discounters
Hypermarkets and supermarkets accounted for 49% of the market share during 2014. Stores like Walmart, Tesco, and Sainsbury's stock numerous shaving products, giving consumers a wide range of options to select.

Geographical segmentation and analysis of the shaving lotions and creams market

Americas
APAC
Europe
MEA
Europe dominated the market during 2014 with a market share of around 38%. However, the report anticipates this region to lose its market shares to the Americas during the forecast period. Proraso, Taylor of Old Bond Street, and The Art of Shaving Cream are some of the popular brands in Europe.

Competitive landscape and key vendors

The global shaving lotions and creams market is dominated by the key players holding a big share of the market. The vendors in this market are concentrating on innovating new products to maintain their dominance. The market is witnessing the entry of private label brands that provide low-cost shaving products.

The leading vendors in the market are -

Gillette
Beiersdorf
Unilever
L’Oreal
Colgate-Palmolive
Other prominent vendors in the market include Energizer Holdings, Godrej, Johnson & Johnson, Perio, Super-Max, and Taylor of Old Bond Street.

Key questions answered in the report include

What will the market size and the growth rate be in 2019
What are the key factors driving the global shaving lotions and creams market
What are the key market trends impacting the growth of the shaving lotions and creams 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 vendors in the global shaving lotions and creams market
Trending factors influencing the market shares of the Americas, APAC, Europe, and MEA
What are the key outcomes of the five forces analysis of the shaving lotions and creams market

Related reports:

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Exhibit 36: Unilever: Geographical segmentation by revenue 2014

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