

Global Toiletries: Size & Forecast with Impact Analysis of COVID-19 (2020-2024)

September 2020



Global Toiletries Market: Coverage

Executive Summary and Scope

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Global Market Analysis

Regional Market Analysis

COVID-19

Dynamics

Competitive Landscape

Company Profiles

Global Toiletries Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Toiletries Market: Size & Forecast with Impact Analysis of COVID-19 (2020-2024)
Coverage	Global and Regional
Regional Coverage	Asia Pacific, North America, Western Europe, South America, Middle East and Africa and Eastern Europe
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2020-2024
Competition in the Market	Fragmented
Key Players	Procter & Gamble, Unilever, Henkel and Reckitt Benckiser Group PLC

Global Toiletries Market

Executive Summary

Toiletries consist of personal care products used for maintaining hygiene and personal grooming. The products are manufactured based on different processes such as fluid flow/mixing, heat transfer, mass transfer and filtration.

The industry offers various specialised products, such as face creams, shaving preparations, perfumes, lotions (including sunscreens), hair preparations and other petroleum based cosmetic preparations. The products are sold through both online and offline distribution channels so as to expand the customer base.

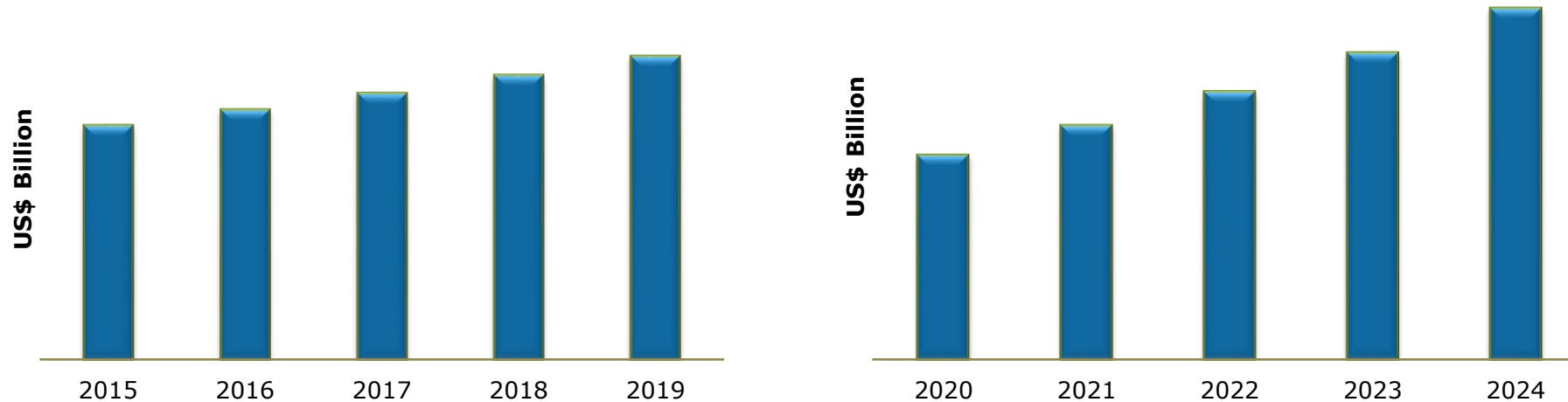
Furthermore, on the basis of application toiletries products are segmented into, hair grooming, face care creams, face and body lotions, scent and fragrance, shaving products and other cosmetic products.

The global toiletries market has increased steady pace over the years and the market is further expected to augment progressively during the forecasted years 2020 to 2024. The market would propel owing to different growth drivers such as rapid urbanization, growth in geriatric population, augmenting ecommerce sales, growth in middle class expenditure, surging disposable income and rising youth population.

However, the market faces some challenges which are hindering the growth of the market. Some of the major challenges faced by the industry are: high distribution cost and forgery products. Whereas, the market growth would be further supported by various market trends like surging demand for natural and organic products, multi-aid products, diversification, etc.

Global Toiletries Market: An Analysis

Global Toiletries Market by Value



CAGRs	
2015-2019	xx%
2020-2024	xx%

The global toiletries market was valued US\$... billion in 2019, as compared to US\$... billion in 2018. Moreover, the market is anticipated to rise up to US\$.... billion by 2024, augment from US\$.... billion in 2020. The market is expected to propel at a CAGR of xx% over the years 2020 to 2024.

Toiletries Market: Global Analysis

Global Toiletries Market Value by Application



Application	Share
Hair Grooming	xx%
Scent and Fragrance	xx%
Face and Body Lotions	xx%
Face Care Creams	xx%
Shaving Products	xx%
Other Cosmetic Products	xx%

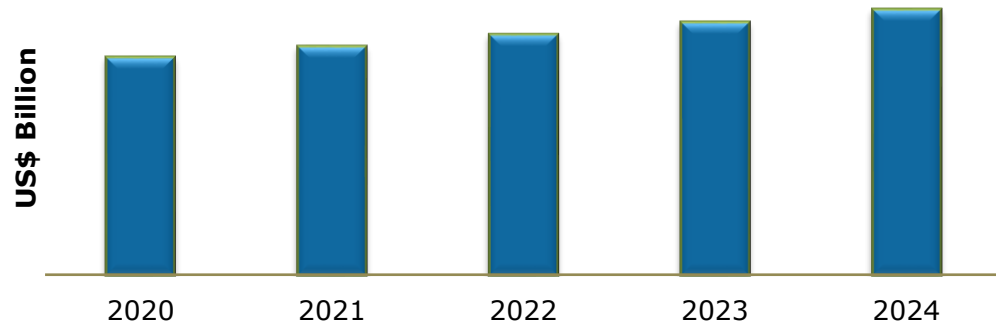
Global Toiletries Market Value by Region



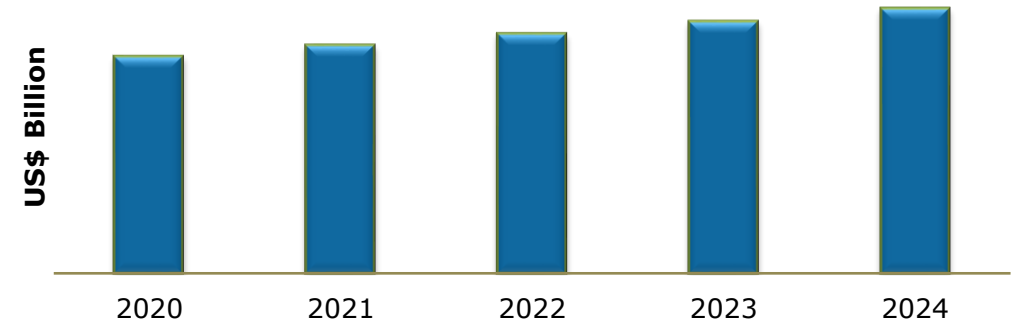
Region	Share
North America	xx%
Asia Pacific	xx%
Western Europe	xx%
South America	xx%
Middle East and Africa	xx%
Eastern Europe	xx%

Toiletries Market: Application Analysis

Global Hair Grooming Toiletries Market by Value



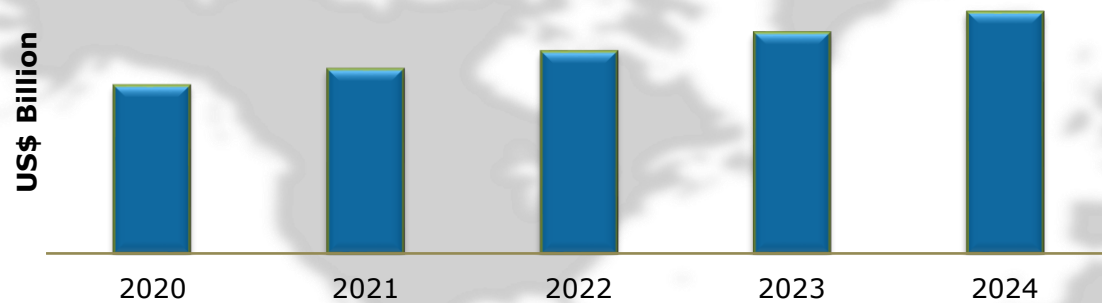
Global Scent and Fragrance Toiletries Market by Value



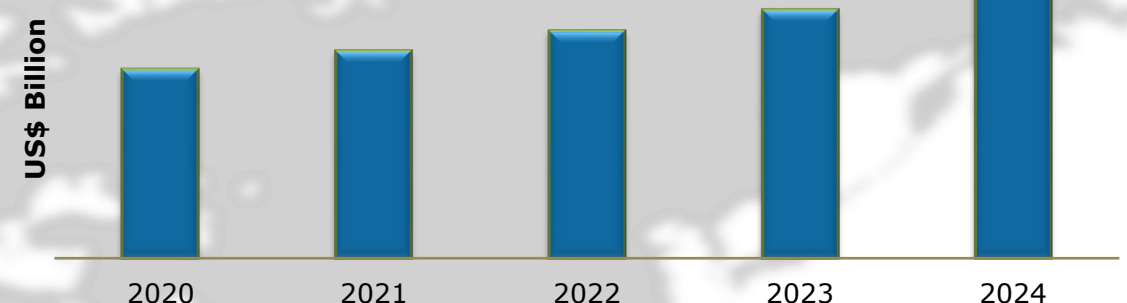
Application	CAGR
	2020-2024
Hair Grooming	xx%
Scent and Fragrance	xx%
Face and Body Lotions	xx%
Face Care Creams	xx%
Shaving Products	xx%
Other Cosmetic Products	xx%

Toiletries Market: Regional Analysis

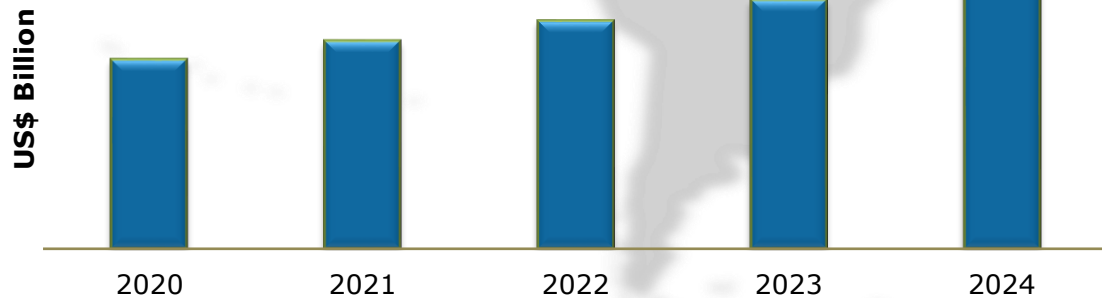
North America Toiletries Market by Value



Western Europe Toiletries Market by Value



Asia Pacific Toiletries Market by Value



Region	CAGR
	2020-2024
North America	xx%
Asia Pacific	xx%
Western Europe	xx%
South America	xx%
Middle East and Africa	xx%
Eastern Europe	xx%

Toiletries Market: Dynamics



Toiletries Market: Competitive Landscape

Players Profiled

- Procter & Gamble



- Unilever



- Henkel



- Reckitt Benckiser Group PLC



Note: The graphs on this slide are only for sample representation.