

# **Wet Shave Market By Gender (Male, Female) , By Product (Disposable Razors, Non-disposable Razors, Shaving Lotions & Creams, Razor Cartridges, Blades, Others) By Distribution Channel (Hypermarkets, Supermarkets, Independent Retailers, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

The wet shave market was valued at \$18.3 million in 2023, and is projected to reach \$46.8 million by 2033, growing at a CAGR of 9.9% from 2024 to 2033.

Wet shaving is a traditional method of shaving that involves the use of water, shaving cream or soap, and a razor. This technique aims to create a smooth, comfortable shave while minimizing irritation and razor burn. Wet shaving can be performed with various types of razors, including safety razors, straight razors, and cartridge razors. With a variety of tools and products available, from safety razors to artisanal shaving creams, wet shaving caters to diverse preferences, ensuring a smooth, comfortable shave while reducing skin irritation.

The growth of the global wet shave market is driven by rise in awareness of personal grooming and self-care routines and increase in preference toward traditional grooming techniques. Furthermore, surge in demand for natural, gentle, and sustainable grooming products significantly contributes toward the growth of the global market. According to a survey of 2,000 U.S. consumers conducted by Attest—enterprise-grade platform for qualitative and quantitative research—approximately 52% Americans prefer purchasing grooming products with clean and natural ingredients. Moreover, rise in demand for reusable tools like safety razors and straight razors, which have become an eco-friendly

alternative to disposable razors augments the market growth. In addition, increase in social media and influencer endorsements through tutorials, product reviews, and grooming routines has increased awareness and made wet shaving appear more accessible and desirable to a broader audience, which propels the market growth. However, convenience associated with electric and disposable razors make them appealing to time-conscious consumers, which restrains the wet shave market growth. Moreover, rise in concerns about cuts, razor burns, and irritation hampers the market growth. On the contrary, rise in popularity of subscription-based shaving services that provide regular deliveries of premium razors, blades, shaving creams, and aftershaves is expected to open new avenues for the expansion of the global market during the forecast period.

The global wet shave market is segmented into gender, product, distribution channel, and region. On the basis of gender, the market is divided into male and female. Depending on product, it is classified into disposable razors, non-disposable razors, shaving lotions & creams, razor cartridges, blades, and others. By distribution channel, it is segregated into hypermarkets, supermarkets, independent retailers, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### Key Findings

By gender, the male segment dominated the market with the highest share in 2023.

On the basis of product, the shaving lotions & creams segment was the major shareholder in 2023.

Depending on distribution channel, the hypermarket segment garnered the largest share in 2023.

Region wise, North America emerged as the most lucrative market for wet shave in 2023.

### Competition Analysis

Competitive analysis and profiles of the major players in the global wet shave market include Procter & Gamble, Unilever PLC, Edgewell Personal Care Company, Beiersdorf AG, Johnson & Johnson, Raymond Limited, and Godrej Consumer Products Limited. These major players have adopted various key development strategies such as

business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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## Key Market Segments

*Wet Shave Market By Gender (Male, Female) , By Product (Disposable Razors, Non-disposable Razors, Shaving Loti...*

## By Gender

Male

Female

## By Product

Disposable Razors

Non-disposable Razors

Shaving Lotions Creams

Razor Cartridges

Blades

Others

## By Distribution Channel

Hypermarkets

Supermarkets

Independent Retailers

Others

## By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Procter & Gamble

Unilever PLC

Edgewell Personal Care Company

Beiersdorf AG

Johnson & Johnson

Raymond Limited

Godrej Consumer Products Limited

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