

Global Beard Care Products Market Size study & Forecast, by Product (Wax & Cream, Oil, Shampoo & Conditioner, Others) by Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online) and Regional Analysis, 2023-2030

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Abstracts

Global Beard Care Products Market is valued approximately USD 3.20 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 7.7% over the forecast period 2023-2030. Beard care products are cosmetics that specially nourish the skin, facial hair, and keep the beard's softness and smoothness. As beards have grown into more than just a fashion statement and have become a vital part of lifestyle, the sales of beard care products are rising rapidly. There are both conventional and organic beard care products available. The key factors driving the market growth is rising number of beauty-conscious customers among male population, increase in disposable income, and extended product offering facilitated by key manufacturers that anticipated to support the market growth.

Moreover, the growing e-commerce industry has played a significant role in supporting the growth of the Beard Care Products market. The e-commerce platforms provide a global marketplace, allowing Beard Care Products companies to reach customers beyond their local regions. This expanded reach opens up new markets and customer segments, increasing the potential customer base for these products. According to Statista, in 2019, the global e-commerce market was valued USD 2.05 trillion; in 2022 the market reached USD 3.32 trillion and it is anticipated to reach USD 4.87 by 2025. Additionally, surge in demand for organic cosmetic products and rise of social media marketing is anticipated to create the lucrative opportunity for the market during forecast period. However, the disadvantages associated with the beard grooming products stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Beard Care Products Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the growing awareness of grooming and personal care, rising disposable income, expansion of distribution channels, and growing online sales. Whereas, the Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as the increasing popularity of beards, growing awareness of personal grooming, influence of social media and celebrity endorsements, expansion of e-commerce and online retail, and innovation and product development.

Major market player included in this report are:

L'Oreal S.A.

Revlon, Inc.

Unilever PLC

Edgewell Personal Care

The Est?e Lauder Companies, Inc.

Honest Amish

Wild Willies

Murdock London

Badass Beard Care

Zeus Beard Products

Recent Developments in the Market:

In May 2022, Gillette has announced the launch of King C. Gillette, a new brand that will offer all the products and accessories needed to perfect his facial hair style and grooming regimen at home.

Global Beard Care Products Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Product, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Wax & Cream

Oil

Shampoo & Conditioner

Others

By Distribution Channel:

Supermarkets & Hypermarkets

Convenience Stores

Online

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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