

# **Global Men's Personal Care Market Size study, by Product (Skincare, Haircare and Personal Grooming), by Distribution Channel (Hypermarket & Supermarket, Pharmacy & Drug Store and E-commerce) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Men's Personal Care Market is valued approximately USD 49.28 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 5.75% over the forecast period 2021-2027.

Men's personal care refers to cleansing, beautifying or altering the appearance of their body by men in order to promote attractiveness and hygiene, and feel satisfied physically and mentally. It majorly comprises of hair care, bath products, skin care, cosmetics, and oral care. Nowadays, men are starting to look at innovative grooming and personal care products created specifically for them. The rising disposable income of middle-class men, growing aspirations of men to live good life and look good, heightened sense of distinctiveness in purchase of personal care products among millennials, and rural population too joining the mainstream urban culture are some of the factors driving the market. Coupled with social media influence and growing awareness for looking good aesthetically, men's personal care market is expected to register tremendous growth. To suit consumption across difference levels of purchasing power, FMCG companies too are coming out with different range of products in different price segments for men. Japanese beauty company Shiseido recorded double-digit growth of one of its male makeup lines in 2020. L'Oréal is poised to launch a newly-created South Asia Pacific and Middle East market (SAPMENA) that will majorly focus on male beauty. Similarly, Veet brand forayed into the male grooming segment in India with the introduction of 'Veet Men Hair Removal Cream' in 2019. The mass perception in men that skin care and cosmetics are inherently 'female' may act as a restraint for

its growth. However, increasing shift towards mental and physical well-being through use of natural, organic and anti-ageing products act as an opportunity for Men's Personal Care in subsequent decade.

Key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World are analysed to provide a holistic picture of the Men's Personal Care Market. Due to greater awareness regarding grooming and personal hygiene in men as well as higher per capita income, North America has emerged as a significant region across the world in terms of market share. Whereas, Asia-Pacific is expected to exhibit highest growth rate for the forecast period 2021-2027 owing to the growing awareness for personal hygiene in men after pandemic. Rising disposable income and increasing social media influence for men's grooming are other factors which will boost growth.

Major market player included in this report are:

Procter & Gamble

Reckitt Benckiser

Unilever

Loreal

Estee Lauder Companies, Inc.

Kao Corporation

Beiersdorf AG

Johnson & Johnson

Coty Inc.

Edgewell Personal Care Company

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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:

Skincare

Haircare

Personal Grooming

Others

By Distribution Channel:

Hypermarket & supermarket

Pharmacy & Drug stores

E-commerce

Others

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

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Men's Personal Care Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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