

Global Men's Grooming Products Market Size study & Forecast, by Product (Skin Care, Hair Styling, Shave/Beard Care, Accessories, Color Cosmetics) by Distribution Channel (Supermarkets & Hypermarkets, Online, Others), by Type (Mass, Premium) and Regional Analysis, 2023-2030

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Abstracts

Global Men's Grooming Products Market is valued at approximately USD 202.6 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 8.0% over the forecast period 2023-2030. Men's Grooming Products are products used by men such as hair care products. Beard care products, skin care products and more. Men's use these products to enhance their physical appearance. The Men's Grooming Products market is expanding because of factors such as growing skin concern among men's and increase in Disposable income. However, harmful chemicals involved in men's grooming products and high price of organic men's grooming products might hinder the market growth.

Skin problems in men and their rising concern for their skin are increasing. As according to the American Academy of Dermatology, approximately 85% of people between the ages of 12 and 24 experience at least minor acne, which increases the concern of skin among men also. An increase in disposable income is another factor driving this market. As according to the Organization for Economic Cooperation and Development (OECD) the average household disposable income per capita is USD 30 490 a year, this disposable income shows increase in consumers investing in themselves more. The increase in the presence of men's salon is a factor which acts as an opportunity for this market to grow. As, according to Statista, in 2023, in Japan, around 27.9% of respondents said they paid six to eleven visits to a beauty salon per year this visit of

population encourages salons to expand their services with new grooming products resulting in growth of market. E-commerce play a big role for this market to grow in forecast period as rise in people shift to online shopping has increase the sales of many markets including Men's grooming product market. According to Statista 2023, In 2022, retail e-commerce sales were estimated to exceed USD 5.7 trillion globally while in 2021, it was 5.2 trillion U.S. dollars worldwide. This increase in retail sales of e-commerce in growth in sales of men's grooming products from e-commerce market.

The key regions considered for the Global Men's Grooming Products Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominated the market in 2022 Increase in adoption of population regarding personal care and physical appearance among men coupled with introduction of new men's grooming product manufacturers in this region leads to rise in market. North America is expected to grow significantly over the forecast period, owing to factors such as the presence of key players such as Louis Vuitton, Beiersdorf, and Est?e Lauder which further expects for product visibility and easy availability in this region. Additionally, rising metrosexual culture also act as a driving factor for Men's grooming market in this region.

Major market player included in this report are:

Beiersdorf AG

Procter & Gamble Co.

L'Or?al SA

Shiseido Co., Ltd.

Vi-john Group

Kao Corporation

Johnson & Johnson Pvt Ltd.

Unilever PLC

ITC Limited

Reckitt Benckiser Group Plc

Recent Developments in the Market:

In December 2022, Beiersdorf acquires S-Bio medic and strengthens expertise in the field of acne treatment, this acquisition accelerates companies' power in innovation and Strategic investment in the dynamic research field of skin microbiome to drive the future of skin care. S-Bio medic to continue as an independently managed entity in the Beiersdorf Group.

In August 2023, L'Oréal acquired AESOP, a luxury beauty brand L'Oréal looks forward to AESOP's unique combination of urbanity, hedonism, and undeniable luxury, taps into all of today's ascending currents.

In June 2023, Shiseido's advanced dermatological research launched two new beauty devices. Those devices are a new beauty serum, "EFFECTIM Bright Lifting Serum (quasi-drug) and "EFFECTIM Bright Beauty Lifting Activator," These devices provide original energy into the deeper layers of the skin with these products people can follow their skincare routine in their busy lives easily.

Global Men's Grooming 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, Type, 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:

Skin Care

Hair Styling

Shave/Beard Care

Accessories

Color Cosmetics

By Distribution Channel:

Supermarkets & Hypermarkets

Online

Others

By Type:

Mass

Premium

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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