

# **Global Men's Skincare Products Market Size Study & Forecast, by Product (Shave Care Products, Creams & Moisturizers, Sunscreen Products, Cleansers & Face Wash, Others) and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Pharmacies, E-commerce, Others) and Regional Forecasts 2025-2035**

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## **Abstracts**

The Global Men's Skincare Products Market is valued at approximately USD 15.67 billion in 2024 and is anticipated to grow at a CAGR of more than 6.20% throughout the forecast period of 2025-2035. Men's skincare, once a quiet corner of the broader beauty ecosystem, has rapidly evolved into a vibrant and influential category as modern consumers increasingly embrace self-care, grooming routines, and premium personal wellness experiences. The market spans an extensive product portfolio—from shave essentials and daily moisturizers to advanced SPF formulations and facial cleansers—that cater to shifting lifestyle patterns, rising dermatological awareness, and the growing acceptance of gender-neutral beauty standards. The category's expansion is further accelerated by digital engagement, targeted marketing narratives, and brands strategically developing formulations tailored to men's unique skin physiology. As perceptions around male grooming continue to transform, men's skincare emerges as one of the most resilient and opportunity-rich segments within the personal care domain.

The rise in demand for high-performance skincare products among men has significantly pushed brands to diversify offerings and elevate product innovation. Increasing exposure to global beauty trends, the influence of fitness and wellness culture, and growing concerns around environmental stressors—such as pollution and

UV damage—have intensified the adoption of everyday skincare routines. E-commerce platforms, social influencers, and subscription services have further amplified this momentum by simplifying product discovery and democratizing access to premium formulations. However, cost fluctuations in raw materials, along with rising competition from both legacy personal care houses and emerging indie brands, may introduce moderate constraints. Still, as the men's grooming identity continues to expand beyond occasional shaving to comprehensive skincare lifestyles, the market is poised for sustained acceleration supported by strategic product development and widening consumer acceptance.

The detailed segments and sub-segments included in the report are:

By Product:

Shave Care Products

Creams & Moisturizers

Sunscreen Products

Cleansers & Face Wash

Others

By Distribution Channel:

Supermarkets & Hypermarkets

Convenience Stores

Pharmacies

E-commerce

Others

By Region:

## North America

U.S.

Canada

## Europe

UK

Germany

France

Spain

Italy

Rest of Europe

## Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

## Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

## Creams & Moisturizers are Expected to Dominate the Market

Creams & moisturizers represent the most dominant product segment in the men's skincare landscape, anchoring the category with consistently strong demand. As male consumers increasingly seek simplified yet effective routines, moisturizers have established themselves as essential daily-use products due to their role in hydration, barrier protection, and overall skin health maintenance. Dermatologist-endorsed formulations, anti-aging blends, and lightweight, multifunctional creams have particularly driven segment expansion. While creams & moisturizers maintain their leadership, shave care products and sunscreen solutions are gaining traction, supported by rising grooming awareness and growing adoption of preventative skincare habits. Nonetheless, moisturizers continue to command the largest share due to their broad applicability, high repeat-purchase frequency, and continuous innovation in texture, ingredients, and sensory appeal.

## E-commerce Leads in Revenue Contribution

When analyzing the market by distribution channel, e-commerce currently generates the highest revenue contribution, propelled by the sweeping digital shift in retail and consumer preference for convenience-driven purchasing experiences. E-commerce has surged ahead by offering expansive product choices, user reviews, personalized recommendations, and seamless delivery systems. The rapid growth of influencer-driven marketing and online grooming communities has further amplified demand

through curated content and targeted promotions. Meanwhile, supermarkets & hypermarkets maintain a solid presence as the most accessible retail channels and are anticipated to grow steadily due to their widespread availability and emphasis on value-oriented purchasing. Yet, e-commerce remains the fastest-growing and most influential channel, reshaping how men discover, evaluate, and purchase skincare products at scale.

North America dominated the market in 2025 with the largest market share, buoyed by strong consumer awareness, premium product adoption, and the presence of leading grooming brands with extensive retail networks. The region's evolving cultural attitudes around male self-care, alongside a high concentration of digital-first brands, continue to reinforce market leadership. Asia Pacific is expected to witness the fastest growth during the forecast period, driven by rising disposable incomes, urbanization, and the influence of K-beauty and J-beauty trends that highlight structured skincare routines. Europe remains a significant and mature market characterized by its preference for high-quality formulations, natural ingredient profiles, and sustainable packaging initiatives. Meanwhile, Latin America and the Middle East & Africa are experiencing gradual but noticeable expansion supported by increasing grooming awareness, retail modernization, and widening e-commerce penetration.

Major market players included in this report are:

L'Oreal Group

Beiersdorf AG

Procter & Gamble

Unilever

Shiseido Co., Ltd.

Edgewell Personal Care

Johnson & Johnson

Estee Lauder Companies

Kao Corporation

Coty Inc.

Bulldog Skincare

Brickell Men's Products

Neutrogena (Men's Line)

Clinique for Men

Nivea Men

#### Global Men's Skincare Products Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

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

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

Customization Scope – Free report customization (equivalent to up to 8 analysts' 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 and countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries included in the analysis. It offers comprehensive insights into pivotal growth drivers, structural challenges, and evolving market trends that will shape the long-term trajectory of the men's skincare sector. Moreover, the study highlights potential

opportunities in niche micro-markets for investors, supported by a detailed competitive landscape and product line assessments across leading brands. The detailed segments and sub-segments of the market are explained below:

#### Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level insights across major regions.

Competitive landscape including profiles of major industry players.

Analysis of key business strategies with recommendations for future market approach.

Assessment of competitive structure and market dynamics.

Demand-side and supply-side analysis of the market.

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