

Global Wet Shave Market Size study & Forecast, 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), and Regional Analysis, 2022-2029

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Abstracts

Global Wet Shave Market is valued approximately USD 14.70 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 9.5% over the forecast period 2022-2029. Wet Shave is a process of shaving facial hairs with the combination of water and some type of soap or cream to create lather. The application of wet shave offers much smoother and cleaner feel. It also reduces uncomfortable effects of shaving, such as ingrown hairs, and after shave irritation. The rise in demand for male personal care products and growing corporate culture & focus on personal grooming are key factors driving the market growth.

The increasing demand for personal care products from male is contributing towards the growth of the Global Wet Shave Market. For instance – in 2020, the global men's personal care market was estimated at USD 21.7 billion, and as per projection the market would grow to USD 27.54 billion in 2025. Furthermore, as U.S. bureau of labor Statics – in United States, the employment of barbers, hairstylists, and cosmetologists is projected to grow 11 percent from 2021 to 2031, faster than the average for all occupations. Also, rising expansion of e-commerce platforms and growing emergence of direct-to-consumer male grooming brands would create lucrative growth prospectus for the market over the forecast period. However, the high cost of Wet Shave products and increasing preferences towards dry shaving products such as electric trimmers

stifle market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Wet Shave Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the increasing adoption of clean shaving among corporate employees and presence of leading market players in the region. Whereas Asia Pacific is expected to grow with a highest CAGR during the forecast period, owing to factors such as rising penetration of d2c male grooming product brands and growing adoption of wet shaving products among white collar employees in the region.

Major market player included in this report are:

Beiersdorf AG

Godrej

Johnson & Johnson

Edgewell Personal Care

Proraso

Perio

L'Oreal

Super-Max

Raymond Group

P&G

Recent Developments in the Market:

In November 2021, Gillette has launched a new product, named Gillette Labs with exfoliating bar. With this new exfoliating bar built into the handle, this new razor removes dirt and debris from the skin before the blades pass.

Global Wet Shave Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Gender, Product, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

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 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

- Europe

 - UK

 - Germany

 - France

 - Spain

 - Italy

 - ROE

- Asia Pacific

China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
RoLA
Rest of the World

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