

Global Lip Balm for Men Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G083C61E8F59EN.html>

Date: June 2026

Pages: 155

Price: US\$ 4,480.00 (Single User License)

ID: G083C61E8F59EN

Abstracts

The global Lip Balm for Men market size is expected to reach \$ 295 million by 2032, rising at a market growth of 5.2% CAGR during the forecast period (2026-2032).

Men's lip balm is a skincare product specifically developed to address the lip care needs of men; it is primarily used to alleviate issues such as dryness, cracking, peeling, and tightness. Typically, these products emphasize a refreshing, non-greasy feel, low or no fragrance, and a matte finish, while often incorporating additional functions such as sun protection, repair, and hydration.

The upstream supply chain comprises ingredients such as waxes, oils, petrolatum, plant extracts, humectants, UV filters, and fragrances, as well as packaging tubes and other cosmetic raw materials. The downstream market targets retail channels for men's personal care products, e-commerce platforms, dermocosmetic outlets, supermarkets and convenience stores, as well as consumption scenarios related to outdoor sports and gift-giving.

Globally, the average unit price for men's lip balm stands at \$4 per stick, with global sales reaching approximately 50.23 million units. The industry's annual production capacity ranges from 70 to 80 million units, and the average profit margin is approximately 45%.

In the future, the men's lip balm market is poised to benefit from heightened awareness regarding men's personal care, increased participation in outdoor sports, a growing focus on managing social image, and rising demand for sophisticated skincare solutions. Consequently, products are expected to evolve from offering basic hydration to providing comprehensive, multi-functional care. Products featuring colorless matte

finishes, fragrance-free and hypoallergenic formulations, sun protection and repair capabilities, natural ingredients, portable packaging, and usage-specific designs are expected to gain significant popularity. Furthermore, brand competition will shift away from merely offering 'men's packaging versions of women's lip balms' toward developing products—including their formulations, textures, efficacy, and channel marketing strategies—that are truly tailored to the specific usage habits and preferences of men.

This report studies the global Lip Balm for Men production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Lip Balm for Men and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Lip Balm for Men that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Lip Balm for Men total production and demand, 2021-2032, (K Units)

Global Lip Balm for Men total production value, 2021-2032, (USD Million)

Global Lip Balm for Men production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Lip Balm for Men consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Lip Balm for Men domestic production, consumption, key domestic manufacturers and share

Global Lip Balm for Men production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Lip Balm for Men production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Lip Balm for Men production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Lip Balm for Men market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include NIVEA MEN, Jack Black, Bulldog Skincare, Harry's, Duke Cannon, Every Man Jack, Brickell Men's Products, Est?e Lauder, The Clorox Company / Burt's Bees, Carmex, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Lip Balm for Men market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Lip Balm for Men Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Lip Balm for Men Market, Segmentation by Type:

Liquid Lip Balm for Men

Solid Lip Balm for Men

Global Lip Balm for Men Market, Segmentation by Key Ingredients:

Vaseline-based

Beeswax-based

Shea Butter-based

Plant Oil-based

Vitamin E-based

Global Lip Balm for Men Market, Segmentation by Sales Channels:

Supermarkets & Convenience Stores

Pharmacies & Drugstores

E-commerce

Global Lip Balm for Men Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

NIVEA MEN

Jack Black

Bulldog Skincare

Harry's

Duke Cannon

Every Man Jack

Brickell Men's Products

Est?e Lauder

The Clorox Company / Burt's Bees

Carmex

Blistex

ChapStick

Mentholatum

GATSBY

The Man Company

Shanghai Jahwa

CHANDO

Shanghai Pechoin

Key Questions Answered:

1. How big is the global Lip Balm for Men market?
2. What is the demand of the global Lip Balm for Men market?
3. What is the year over year growth of the global Lip Balm for Men market?
4. What is the production and production value of the global Lip Balm for Men market?
5. Who are the key producers in the global Lip Balm for Men market?
6. What are the growth factors driving the market demand?

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