

# Global Men Personal Care Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Men Personal Care market size was valued at USD 120430 million in 2023 and is forecast to a readjusted size of USD 147780 million by 2030 with a CAGR of 3.0% during review period.

Men's personal care products include a diverse range of products dedicated to personal hygiene and enhancing one's personality. These products include, perfumes, deodorants, hair gel, mouthwashes, hair conditions, and facial products among others which are used by male consumers to look and feel good.

Men's personal care refers to the range of products and practices that are specifically designed and tailored for men's grooming and hygiene needs. In recent years, there has been an increasing focus on men's personal care as societal norms have evolved, and men have become more conscious about their appearance, grooming, and overall well-being. Here are some key aspects of men's personal care: 1. Skincare: Men's skincare products cater to the unique needs and challenges of male skin, which tends to be oilier and thicker than women's skin. Men's skincare products typically include cleansers, moisturizers, serums, and specialized treatments such as aftershave balms and exfoliators. 2. Haircare: Men's haircare products focus on the specific needs of male hair, including shampoos, conditioners, styling gels, pomades, and waxes. These products help maintain healthy hair, promote scalp health and address specific concerns such as dandruff or hair loss. 3. Shaving and beard care: Shaving products, such as shaving creams, razors, and aftershave lotions, cater to the unique needs of men who prefer a clean-shaven look. Additionally, beard care products such as beard oils, balms, and grooming tools are available for men who prefer to maintain a beard or facial hair. 4. Fragrances: Men's personal care also includes various fragrances, such

as colognes and body sprays, designed specifically for masculine scents. These products help men to enhance their personal style and leave a lasting impression. 5. Oral care: Men's oral care products include toothbrushes, toothpaste, mouthwash, and dental floss. These products are essential for maintaining good oral hygiene and fresh breath. 6. Deodorants and antiperspirants: Men's personal care includes a wide range of deodorants and antiperspirants designed for men, offering protection against body odor and sweat. 7. Body wash and soap: Men's personal care encompasses body washes, soaps, and shower gels specifically formulated for men's preferences, offering various scents and moisturizing properties. 8. Sun protection: Men's personal care also includes sunscreens and moisturizers with SPF protection, as skin health and protection against harmful UV rays are important for everyone. 9. Overall wellness: Men's personal care extends beyond grooming and includes products and practices that promote overall wellness. This may include dietary supplements, fitness regimens, and mental well-being practices such as meditation or stress reduction techniques. The men's personal care industry has grown significantly in response to the increasing demand for products tailored to men's specific needs and preferences. Brands now offer a wide range of options to help men take care of their physical appearance, hygiene, and well-being. Personal care routines and the use of these products can vary from individual to individual based on specific needs, preferences, and personal style.

The Global Info Research report includes an overview of the development of the Men Personal Care industry chain, the market status of Hair Care (Fragrances, Skin creams/lotions), Shaving (Fragrances, Skin creams/lotions), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Men Personal Care.

Regionally, the report analyzes the Men Personal Care markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Men Personal Care market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Men Personal Care market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Men Personal Care industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Fragrances, Skin creams/lotions).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Men Personal Care market.

**Regional Analysis:** The report involves examining the Men Personal Care market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Men Personal Care market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Men Personal Care:

**Company Analysis:** Report covers individual Men Personal Care manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Men Personal Care This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Hair Care, Shaving).

**Technology Analysis:** Report covers specific technologies relevant to Men Personal Care. It assesses the current state, advancements, and potential future developments in Men Personal Care areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Men Personal Care

market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

Men Personal Care market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Market segment by Type

Fragrances

Skin creams/lotions

Hair products

Shaving product

Mouthwashes

#### Market segment by Application

Hair Care

Shaving

Oral Care

Personal Cleanliness

Skin Care

Others

## Major players covered

Johnson & Johnson

Procter and Gamble

Loreal

Estee Lauder

Unilever

Avon Products

Kao Corporation

Colgate-Palmolive

Beiersdorf Akteingesellschaft

Shiseido

Kiehl's

Clinique.

Lancome

Loccitane

Sephora

Clarins

SK-II

Lush

Laneige

Biotherm

Aesop

Layrite

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Men Personal Care product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Men Personal Care, with price, sales, revenue and global market share of Men Personal Care from 2019 to 2024.

Chapter 3, the Men Personal Care competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Men Personal Care breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Men Personal Care market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Men Personal Care.

Chapter 14 and 15, to describe Men Personal Care sales channel, distributors, customers, research findings and conclusion.

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