

# Global Men's Shaving Products 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's Shaving Products market size was valued at USD 20650 million in 2023 and is forecast to a readjusted size of USD 27740 million by 2030 with a CAGR of 4.3% during review period.

The driving factors for the development of men's shaving products mainly include the following aspects:

**Consumption upgrade:** With the development of society and economy and the improvement of consumer income levels, more and more men are beginning to pay attention to personal image and hygiene, and the demand for shaving products has also increased. Consumption upgrading has promoted the development and sales of men's shaving products.

**Technological innovation:** Technological innovation of shaving products is a key factor driving their development. With the advancement of science and technology, new shaving products are constantly emerging, such as electric shavers, laser shaving, etc. These products are more efficient, safe and comfortable, and meet consumers' needs for shaving effect and experience.

**Brand marketing:** Brand marketing is an important means to promote the development of men's shaving products. Through brand promotion and marketing activities, consumers can increase consumers' awareness and trust of products, and improve the market share and reputation of products.

**Market competition:** The men's shaving market is highly competitive. In order to

compete for market share, major brands continue to launch new products and marketing strategies, which promotes the innovation and development of men's shaving products.

**Improvement of men's skin care awareness:** With the popularization of skin care knowledge and the improvement of men's skin care awareness, more and more men are beginning to pay attention to preparations before shaving, such as facial cleansing, soft beard, post-shaving care, etc. This also provides a good foundation for men's shaving. The development of necessary products provides opportunities.

The Global Info Research report includes an overview of the development of the Men's Shaving Products industry chain, the market status of Online Sales (Shaver, Shaving Foam), Offline Sales (Shaver, Shaving Foam), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Men's Shaving Products.

Regionally, the report analyzes the Men's Shaving Products 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's Shaving Products market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Men's Shaving Products 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's Shaving Products 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., Shaver, Shaving Foam).

**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's Shaving Products market.

**Regional Analysis:** The report involves examining the Men's Shaving Products 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's Shaving Products 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's Shaving Products:

**Company Analysis:** Report covers individual Men's Shaving Products 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's Shaving Products. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Sales Channel (Online Sales, Offline Sales).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Men's Shaving Products 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's Shaving Products market is split by Type and by Sales Channel. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts

for consumption value by Type, and by Sales Channel in terms of volume and value.

#### Market segment by Type

Shaver

Shaving Foam

Shaving Cream

Beard Trimmer

Others

#### Market segment by Sales Channel

Online Sales

Offline Sales

#### Major players covered

Philips

Panasonic

Braun

Remington

Gillette

Flyco

POVOS

SID

Wahl Clipper

Vivitar

Andis

Rewell

P&G

Beiersdorf

Unilever

L'Oreal

Colgate-Palmolive

Godrej

Johnson & Johnson

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's Shaving Products product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Men's Shaving Products, with price, sales, revenue and global market share of Men's Shaving Products from 2019 to 2024.

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

Chapter 4, the Men's Shaving Products 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 sales channel, with sales market share and growth rate by type, sales channel, 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's Shaving Products market forecast, by regions, type and sales channel, 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's Shaving Products.

Chapter 14 and 15, to describe Men's Shaving Products sales channel, distributors, customers, research findings and conclusion.

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