

Aftershave Lotions And Creams Market Size, Share & Trends Analysis Report By Product (Balm, Lotion, Gel, Splash), By Distribution Channel (Supermarket/Hypermarket, Online), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Aftershave Lotions And Creams Market Growth & Trends

The global aftershave lotions and creams market size is anticipated to reach USD 2.66 billion by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 6.2% over the forecast period. Product innovations such as introduction of aftershave lotion with natural and organic ingredients is a key factor driving this market.

Every consumer wants multifunctional products that will help in nourishing skin and soothing irritation. The companies are reducing alcohol concentration and are adding natural ingredients such as caffeine, plant extract, and essential oil that help in reducing irritation and provide moisturizing effect. Similarly, some companies are offering multifunctional products such as antiaging technology, which helps in reducing wrinkles and promoting texture. Increasing product availability of technological advanced products is fueling demand for post shave lotions and creams.

Balm, lotion, and gel held a leading share of 68.7% in 2024. Increasing penetration of innovative products in developed countries such as India, China, and Brazil is a main factor driving this segment. Moreover, a good and confident look has led to an increase in spending on male grooming products. According to statistics, Indian men spend around 40 minutes on grooming. An average man spends around 12 minutes

grooming his face, 14 minutes on hair, and 16 minutes on body. Rising awareness regarding grooming and hygiene is expected to have a positive impact on growth of the market.

The e-commerce segment is anticipated to expand at the fastest CAGR of 4.5% over the forecast period. Increasing penetration of smartphone, exposure to digital media, and growing middle class population are expected to have a positive impact on the sales of post shave products through online channel. Expansion of e-commerce giants such as Amazon and Nykaa in India and China and incorporation of same day delivery system by these players are expected to fuel purchase of aftershave lotions and balm through the online channel.

Asia Pacific is projected to witness the fastest growth over the forecast period due to rising popularity of male grooming products, especially in countries like India and China. The e-commerce market is booming in the region, which is attributed to rising urbanization and internet penetration. Owing to growing popularity of male grooming products, companies are foraging into partnership with e-commerce players such as Amazon. These major trends are anticipated to boost the regional aftershave lotions and creams market growth.

Key players operating in the market include Procter & Gamble; Unilever; Beiersdorf; Godrej Consumer Products Limited; L'Oréal; Colgate-Palmolive Company; Coty Inc.; D.R. Harris & Co. Ltd.; Vi-john Group; and Herbacin cosmetic GmbH.

Aftershave Lotions And Creams Market Report Highlights

North America is anticipated to witness significant growth from 2025 to 2030 owing to shifting consumer preference from conventional towards modern lifestyle.

The e-commerce segment is expected to emerge at the fastest CAGR of 4.5% over the forecast period, primarily due to the wide variety of online products. Asia Pacific is anticipated to expand at the highest CAGR of 6.5% over the forecast period.

The global aftershave lotions and creams market is highly competitive in nature due to presence of top players such as Procter & Gamble and Unilever.

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