

Bioadhesives Market Size, Share & Trends Analysis Report By Source (Plant-based, Animal-based), By End Use (Packaging & Paper, Construction, Personal Care & Cosmetics), By Region, And Segment Forecasts, 2024 - 2030

<https://marketpublishers.com/r/BDB4618C1E54EN.html>

Date: September 2024

Pages: 100

Price: US\$ 5,950.00 (Single User License)

ID: BDB4618C1E54EN

Abstracts

This report can be delivered to the clients within 3 Business Days

Beard Care Products Market Growth & Trends

The global beard care products market size is expected to reach USD 5.73 billion by 2030 registering a CAGR of 7.7%, according to a new report by Grand View Research, Inc. Rapid urbanization and changing lifestyles are the key factors propelling the growth of this market. Growing target population across the globe will fuel the product demand further.

Moreover, impact of social media, digital marketing, and celebrity endorsements will also help spur the market growth. Rising image-consciousness and awareness about the availability of various beard care and grooming products, such as oil, wax, and shampoos, are projected to boost the demand further. A number of prominent manufacturers are investing in R&D to develop organic products as a result of rising awareness about the adverse effects caused by chemical-based products.

Thus, constant innovations will also have a positive impact on the product demand and industry growth. For instance, Beard Wax from The Man Company is a 100% natural product made of argan and geranium. L'Oreal launched BarberClub Long Beard & Skin Oil, which is made of organic ingredients and does not include silicone, colorants, or parabens.

Based on product type, wax & cream is anticipated to be the fastest-growing segment over the forecast period. This growth is attributed to rising popularity of beard wax and creams due to their benefits like softer beard, as well as skin. Europe held the largest market share in 2018. The market growth is majorly influenced by various beard and moustache championships hosted in Europe such as 'World Beard and Mustache Championship' and 'Braw Beard and Moustache Championships'.

Beard Care Products Market Report Highlights

In terms of sales, wax & cream product segment is projected to grow at a significant CAGR from 2024 to 2030.

Convenience stores was the dominant distribution channel segment in 2023 and accounted for a share of over 46.5%.

Europe region led the global beard care products market in 2023 and held a share of 39.9%.

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