

Razor Market Size, Share & Trends Analysis Report By Product (Cartridge, Disposable), By Consumer (Men, Women), By Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Razor Market Growth & Trends

The global razor market size is estimated to reach USD 15.71 billion by 2030, registering a CAGR of 3.9% from 2025 to 2030, according to a new report by Grand View Research, Inc. A booming market for men's grooming products and increased awareness among consumers related to personal hygiene have driven product demand over the years.

Electric razors segment is expected to witness the fastest growth with a CAGR of 4.6% over the forecast period. Availability of local and international brands, from Philips and Braun to Indian brands like Syska and Nova, is the primary factor driving this segment. In countries like U.K., U.S. and Germany where the personal care industry is booming, demand for such products is bound to grow irrespective of gender.

While men accounted for the dominant share in the overall market, the women consumer category is expected to witness the highest growth over the forecast period. Growing beauty consciousness among the female population and strong influence of changing fashion trends are factors driving this consumer category. Shaving razors offer a non-surgical and cheap alternative, which has increased consumer preference in dermatology and beauty clinics for various treatments.

The online distribution channel segment led the market with the largest revenue share in 2024. Strong established customer base of online stores and apps such as Nykaa, Purple, and Amazon has significantly contributed the growth of this segment. Rise in number of internet users, 24/7 availability of products on these platforms, high availability of discounts and offers, and ease of access, are major factors driving product sales through online channels.

The North America market held the largest share of over 31.6% in 2024 and is anticipated to witness steady growth over the next few years owing to the presence of large manufacturers such as P&G. The availability of technologically advanced products in the market and growing awareness regarding grooming has led to high product demand in this region. Increase in the usage of electric trimmers across homes and salons in U.S. for rapid and effective results is one of the key factors contributing to the dominance of the regional market.

Key players operating in the market include The Procter & Gamble Company; Koninklijke Philips N.V.; Edgewell Disposable Company; Harry's Inc.; Societe BIC S.A. (BIC); Supermax Limited; and DorcCo. Ltd. These companies have been generating significant revenue in the market, resulting in steady growth. For instance, as per a P&G report for 2017, the net revenue earned by Gillette alone was USD 65.10 billion, with an estimated 9.0% sales in the shave care category.

Razor Market Report Highlights

Cartridge razors constituted a share of 37.5% in the total market in 2024 and the segment is projected to exhibit significant growth over the forecast period.

In terms of region, North America held the largest share with a revenue share of 31.6% in 2024.

APAC is the fastest growing regional market, exhibiting a 4.5% CAGR over the forecast period.

Higher preference for cheaper hair removal solutions in countries such as China, India, and Brazil has given product demand a major boost. This can also be attributed to rising purchasing power of consumers in these regions.

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