

Wet Shave Market Size, Share & Trends Analysis Report By Gender (Male, Female), By Product (Disposable Razors, Non-disposable Razors), By Distribution Channel (Hypermarkets, Supermarkets, Independent Retailers), By Region, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/W60ED8991DAFEN.html>

Date: December 2024

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: W60ED8991DAFEN

Abstracts

This report can be delivered to the clients within 2 Business Days

Wet Shave Market Growth & Trends

The global wet shave market size is estimated to reach USD 33.38 billion by 2030, registering growth at a CAGR of 9.7% from 2025 to 2030 according to a new report by Grand View Research, Inc. Growing awareness regarding personal grooming and increasing spending on personal care products are some of the major factors that are projected to augment the growth of the market. Moreover, the introduction of several innovative wet shave products, as well as rising number of people becoming a part of the corporate culture, are the factors contributing toward the market growth.

Several manufacturers are adopting strategies such as new product developments and mergers & acquisitions to increase their market penetration as well as gain a competitive advantage. For instance, in May 2019, Edgewell Personal Care Company announced its plans to acquire Harry's, Inc., a U.S.-based manufacturer of wet shave products. Moreover, awareness campaigns undertaken by manufacturers through social media, advertisements, and YouTube channels are likely to augment the demand for wet shaving products.

Razor cartridges dominated the market with the largest revenue share of 24.5% in 2024. Razor cartridge is the detachable part used in cartridge razors. Different types of razor cartridges having lubricating strips that contain menthol, coconut oil, or herbal oil extracts have been introduced to offer smooth shaving experience. The non-disposable razors segment is expected to grow at an estimated CAGR over the forecast period. Non-disposable razors or reusable razors include safety razors, straight razors, and cartridge razors.

In terms of distribution channel, the market has been segmented into hypermarkets, supermarkets, independent retailers, and others. Independent retailer is expected to grow at the fastest CAGR over the forecast period. E-commerce also plays an important role in the distribution of wet shave products. Wet shave products are sold through several e-commerce websites, manufacturer operated online portals, and online portals operated by numerous retailers.

Increasing investments by major retail companies, especially in emerging countries, are expected to open new opportunities for wet shave manufacturers to distribute and sell their products. In November 2018, Gillette introduced the Gillette SkinGuard Sensitive razor, a clinically proven razor designed especially for men having sensitive skin. In January 2018, Schick, a brand by Edgewell Personal Care Company, launched Schick Intuition f.a.b., a razor with five bi-directional blades specially designed for women.

Wet Shave Market Report Highlights

Razor cartridges dominated the market with the largest revenue share of 24.5% in 2024 owing to the convenience and ease of use of razor cartridges make them a popular choice among consumers.

Male dominated the market with the largest revenue share in 2024. Traditionally, wet shaving has been more prevalent among men, with a strong cultural and societal emphasis on grooming and appearance.

Independent retailer is expected to grow at the fastest CAGR over the forecast period. Independent retailers often provide a unique shopping experience with personalized customer service and a curated selection of high-quality wet shave products.

Asia Pacific wet shave industry dominated the market with the largest revenue share of 30.7% in 2024.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

CHAPTER 3. WET SHAVE MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Parent Market Outlook
 - 3.1.2. Related Market Outlook
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Profit Margin Analysis (Industry-level)
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. WET SHAVE MARKET: GENDER ESTIMATES & TREND ANALYSIS

- 5.1. Wet Shave Market, By Gender: Key Takeaways
- 5.2. Gender Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, By Gender, 2018 - 2030 (USD Million)
 - 5.3.1. Male
 - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.2. Female
 - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 6. WET SHAVE MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 6.1. Wet Shave Market, By Product: Key Takeaways
- 6.2. Product Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, By Product, 2018 - 2030 (USD Million)
 - 6.3.1. Razor Cartridges
 - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.2. Blades
 - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.3. Disposable Razors
 - 6.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.4. Non-Disposable Razors
 - 6.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.5. Shaving Lotions & Creams
 - 6.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.6. Others
 - 6.3.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 7. WET SHAVE MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 7.1. Wet Shave Market, By Distribution Channel: Key Takeaways

- 7.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030
- 7.3. Market Estimates & Forecasts, by Distribution Channel, 2018 - 2030 (USD Million)
 - 7.3.1. Hypermarkets
 - 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2. Supermarkets
 - 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3. Independent Retailers
 - 7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.4. Others
 - 7.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 8. WET SHAVE MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 8.1. Wet Shave Market: Regional Outlook
- 8.2. Regional Marketplaces: Key Takeaways
- 8.3. Market Estimates & Forecasts, by Region, 2018 - 2030 (USD Million)
 - 8.3.1. North America
 - 8.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.1.2. U.S.
 - 8.3.1.2.1. Key country dynamics
 - 8.3.1.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.1.3. Canada
 - 8.3.1.3.1. Key country dynamics
 - 8.3.1.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.1.4. Mexico
 - 8.3.1.4.1. Key country dynamics
 - 8.3.1.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.2. Europe
 - 8.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.2.2. UK
 - 8.3.2.2.1. Key country dynamics
 - 8.3.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.2.3. Germany
 - 8.3.2.3.1. Key country dynamics
 - 8.3.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.2.4. France
 - 8.3.2.4.1. Key country dynamics
 - 8.3.2.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.2.5. Italy

- 8.3.2.5.1. Key country dynamics
- 8.3.2.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.3.2.6. Spain
 - 8.3.2.6.1. Key country dynamics
 - 8.3.2.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.3.3. Asia Pacific
 - 8.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.3.2. China
 - 8.3.3.2.1. Key country dynamics
 - 8.3.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.3.3. India
 - 8.3.3.3.1. Key country dynamics
 - 8.3.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.3.4. Japan
 - 8.3.3.4.1. Key country dynamics
 - 8.3.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.3.5. Australia
 - 8.3.3.5.1. Key country dynamics
 - 8.3.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.3.6. South Korea
 - 8.3.3.6.1. Key country dynamics
 - 8.3.3.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.3.4. Latin America
 - 8.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.4.2. Brazil
 - 8.3.4.2.1. Key country dynamics
 - 8.3.4.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.3.5. Middle East & Africa
 - 8.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.5.2. South Africa
 - 8.3.5.2.1. Key country dynamics
 - 8.3.5.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 9. WET SHAVE MARKET: COMPETITIVE ANALYSIS

- 9.1. Recent Developments & Impact Analysis, by Key Market Participants
- 9.2. Company Categorization
- 9.3. Participant's Overview
- 9.4. Financial Performance

- 9.5. Product Benchmarking
- 9.6. Company Market Share Analysis, 2024 (%)
- 9.7. Company Heat Map Analysis
- 9.8. Strategy Mapping
- 9.9. Company Profiles
 - 9.9.1. Procter & Gamble
 - 9.9.1.1. Company Overview
 - 9.9.1.2. Financial Performance
 - 9.9.1.3. Product Portfolios
 - 9.9.1.4. Strategic Initiatives
 - 9.9.2. Unilever
 - 9.9.2.1. Company Overview
 - 9.9.2.2. Financial Performance
 - 9.9.2.3. Product Portfolios
 - 9.9.2.4. Strategic Initiatives
 - 9.9.3. Edgewell Personal Care
 - 9.9.3.1. Company Overview
 - 9.9.3.2. Financial Performance
 - 9.9.3.3. Product Portfolios
 - 9.9.3.4. Strategic Initiatives
 - 9.9.4. Beiersdorf
 - 9.9.4.1. Company Overview
 - 9.9.4.2. Financial Performance
 - 9.9.4.3. Product Portfolios
 - 9.9.4.4. Strategic Initiatives
 - 9.9.5. Edwin Jagger
 - 9.9.5.1. Company Overview
 - 9.9.5.2. Financial Performance
 - 9.9.5.3. Product Portfolios
 - 9.9.5.4. Strategic Initiatives
 - 9.9.6. Raymond
 - 9.9.6.1. Company Overview
 - 9.9.6.2. Financial Performance
 - 9.9.6.3. Product Portfolios
 - 9.9.6.4. Strategic Initiatives
 - 9.9.7. Godrej Consumer Products Limited
 - 9.9.7.1. Company Overview
 - 9.9.7.2. Financial Performance
 - 9.9.7.3. Product Portfolios

- 9.9.7.4. Strategic Initiatives
- 9.9.8. D.R. Harris & Co Ltd
 - 9.9.8.1. Company Overview
 - 9.9.8.2. Financial Performance
 - 9.9.8.3. Product Portfolios
 - 9.9.8.4. Strategic Initiatives
- 9.9.9. Johnson & Johnson Services, Inc.
 - 9.9.9.1. Company Overview
 - 9.9.9.2. Financial Performance
 - 9.9.9.3. Product Portfolios
 - 9.9.9.4. Strategic Initiatives
- 9.9.10. Taylor of Old Bond Street
 - 9.9.10.1. Company Overview
 - 9.9.10.2. Financial Performance
 - 9.9.10.3. Product Portfolios
 - 9.9.10.4. Strategic Initiatives

I would like to order

Product name: Wet Shave Market Size, Share & Trends Analysis Report By Gender (Male, Female), By Product (Disposable Razors, Non-disposable Razors), By Distribution Channel (Hypermarkets, Supermarkets, Independent Retailers), By Region, And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/W60ED8991DAFEN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W60ED8991DAFEN.html>