

# Male Grooming Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global male grooming products market size reached US\$ 79.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 115.3 Billion by 2028, exhibiting a CAGR of 6.3% during 2023-2028.

Grooming products help individuals to maintain their overall hygiene and physical appearance. In recent years, the male grooming patterns have changed with a significant emphasis on personal appearance, clothing, and beauty treatments. Earlier, male grooming products were limited to shaving creams, deodorants, aftershave colognes and shampoos. However, as men are becoming more individualistic in terms of developing their style, several products have been introduced for them. These products range from skincare essentials, such as moisturizers, facial creams, face masks and anti-aging products, to cosmetics including bronzers and concealers.

As the attitude toward traditional masculinity has changed, owing to the rising trend of the metrosexual man and the increasing influence of celebrities and influencers, men are now extensively investing in grooming products. Moreover, a rise in the number of men's salon is spurring the demand for male toiletries across the globe. Apart from this, several market players are coming up with innovations in electrical products, such as shavers and razors, by adding new performance features built on the latest technologies. From basic blades to body groomers and electric shavers, their product offerings have expanded, which in turn has provided a positive thrust to the market growth. The leading companies are also investing in marketing campaigns and promoting their products on social media platforms such as Facebook, Instagram and

Snapchat.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global male grooming products market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product, price range and distribution channel.

#### Breakup by Product:

- Male Toiletries
- Electrical Products
- After Shave Lotions
- Others

Male toiletries currently represent the most popular products.

#### Breakup by Price Range:

- Mass Products
- Premium Products

Mass products hold the largest market share across the globe since. They are preferred over premium products on account of their easy availability and affordability.

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Pharmacy Stores
- Online Stores
- Others

Amongst these, male grooming products are majorly distributed through supermarkets and hypermarkets as these stores provide a diverse variety of products from multiple brands.

#### Regional Insights:

Asia Pacific  
North America  
Europe  
Middle East and Africa  
Latin America

Region-wise, Europe holds the leading position in the market. The high living standards, coupled with the increasing demand for authentic and personalized male grooming products, are stimulating the growth of the market in the region.

#### Competitive Landscape:

The market is highly concentrated in nature, with the presence of a handful of players operating in the market, which include Procter & Gamble Company, Unilever PLC/NV, Edgewell Personal Care Company, Beiersdorf AG, LVMH Moët Hennessy – Louis Vuitton SE, L'Oréal SA, Coty, Inc., Natura Cosméticos SA (NATURA), PUIG, SL, Koninklijke Philips NV and Panasonic Corporation.

#### Key Questions Answered in This Report

1. What was the size of the global male grooming products market in 2022?
2. What is the expected growth rate of the global male grooming products market during 2023-2028?
3. What are the key factors driving the global male grooming products market?
4. What has been the impact of COVID-19 on the global male grooming products market?
5. What is the breakup of the global male grooming products market based on the product?
6. What is the breakup of the global male grooming products market based on the price range?
7. What is the breakup of the global male grooming products market based on the distribution channel?
8. What are the key regions in the global male grooming products market?
9. Who are the key players/companies in the global male grooming products market?

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