

# **Male Grooming Products Market Report by Product (Male Toiletries, Electrical Products, After Shave Lotions, and Others), Price Range (Mass Products, Premium Products), Distribution Channel (Supermarkets and Hypermarkets, Pharmacy Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global male grooming products market size reached US\$ 85.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 148.9 Billion by 2032, exhibiting a CAGR of 6.3% during 2024-2032. The increasing awareness about personal hygiene among men with an emphasis on a well-groomed appearance, the easy availability of specialized products catering specifically to men's unique skin and hair care, and the growing influence of social media and celebrity endorsements, along with the expansion of various retail channels represent some of the factors that are propelling the market.

Male grooming products are specialized personal care items designed to enhance and maintain the physical appearance and hygiene of men. These products range from shaving creams and razors to shampoos, conditioners, and skin-care products. Their working mechanism involves interaction with the skin and hair, offering tailored solutions such as oil control, moisturization, or hair strengthening. Characterized by their formulation to cater specifically to the male demographic, they include a diverse array of ingredients to meet the unique skin and hair needs of men. The properties of these products often provide hydration, nourishment, and protection against environmental factors, aiming for a well-groomed appearance.

The global market is primarily driven by the increasing awareness about personal

hygiene among men with an emphasis on a well-groomed appearance. In line with this, the easy availability of specialized products catering specifically to men's unique skin and hair care needs is also providing an impetus to the market. Moreover, the growing influence of social media and celebrity endorsements, along with the expansion of various retail channels, are resulting in higher accessibility and attraction to these products. Also, the extensive research and development (R&D) activities leading to the creation of innovative products are impacting the market positively. Some of the other factors contributing to the market include the establishment of male-focused brands, a cultural shift towards self-care among men, and the need for products that cater to the busy lives and specific environmental factors faced by urban males.

#### Male Grooming Products Market Trends/Drivers:

##### The emergence of customized solutions

The emergence of customized solutions in the male grooming products market has been a groundbreaking advancement. Consumers increasingly seek products that cater specifically to their unique skin types, hair textures, and personal preferences. To meet this demand, brands are now offering tailored solutions, such as personalized shaving kits, hair care regimes, or skin care products created based on individual assessments and requirements. This personalization not only enhances the consumer experience but also builds brand loyalty, as customers feel a stronger connection to products designed exclusively for them. Moreover, customized solutions allow manufacturers to understand their consumers better, enabling them to innovate and develop products that resonate more strongly with their target audience. By aligning the products closely with individual needs and concerns, the market is witnessing increased consumer engagement and satisfaction, ultimately fueling its growth and expansion.

##### Rising integration of technology and innovation

The rising integration of technology and innovation in the male grooming industry is redefining the way men approach personal care. From smart razors equipped with sensors to grooming apps that offer virtual consultations and personalized advice, technology is making grooming more accessible, efficient, and engaging. Furthermore, innovations such as subscription-based services are simplifying the purchase and replenishment process, allowing men to maintain their grooming routine effortlessly. The infusion of technology is not merely a trend; it represents a shift in how the industry operates, connecting with consumers in new and exciting ways. This technological transformation is appealing to a tech-savvy generation, adding convenience and novelty to their grooming experience, thus becoming a significant factor in driving further growth

in the market on a global level.

The paradigm shift in social norms and perceptions

The changing social norms and perceptions surrounding male grooming are playing a significant role in reshaping the market landscape. As society progresses, traditional views that once restricted male grooming to a limited set of products are eroding. Nowadays, grooming is no longer viewed solely as a feminine practice, and more men are embracing extensive self-care routines. This shift is facilitated by media representation, celebrity influence, and general cultural evolution that recognizes and celebrates individuality and self-expression. As a result, men are feeling more comfortable exploring and using a broader range of grooming products. This change in societal attitudes is not only enhancing the image of the male grooming market but also opening doors to new consumer segments and promoting further exploration and use of grooming products. This profound shift is vital for the continued growth of the market.

Male Grooming Products Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global male grooming products market report, along with forecasts at the global and regional levels from 2024-2032. 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 represents the largest market segment

The report has provided a detailed breakup and analysis of the market based on the product. This includes This includes male toiletries, electrical products, after shave lotions, and others. According to the report, male toiletries represented the largest segment.

The male toiletries segment is driven by a growing consciousness among men about personal hygiene and appearance. Brands are focusing on introducing specialized products that cater specifically to men's skincare and grooming needs. The rise in

urbanization and an increase in disposable incomes has contributed to a growing demand for male toiletries. Advertisements and celebrity endorsements have played a significant role in normalizing and promoting male grooming habits. Furthermore, the emergence of online retail platforms has made these products more accessible, stimulating growth in this segment.

On the other hand, the growth in the electrical products and after shave lotions segments are primarily driven by the rise in grooming consciousness among men and the availability of technologically advanced products. Increased disposable income and the influence of fashion trends have also made these products more accessible to the general public. The fusion of convenience and personal care efficacy in these products has additionally encouraged more males to incorporate them into their daily grooming routines.

Breakup by Price Range:

Mass Products

Premium Products

Mass products represents the largest market segment

The report has provided a detailed breakup and analysis of the market based on the price range. This includes mass products and premium products. According to the report, mass products represented the largest segment.

The mass products segment is propelled by a growing demand for affordable and readily available grooming solutions. The presence of multinational brands offering a range of products at different price points has made grooming products accessible to a wider demographic. Technological advancements in manufacturing have allowed for cost-effective production, contributing to the affordability of mass products. An increase in awareness about personal grooming, coupled with the availability of these products in various retail channels, has further boosted the segment. Moreover, targeted marketing strategies and promotional campaigns have successfully reached a broader consumer base, enhancing the growth of the mass products segment.

On the other hand, the premium products segment is experiencing growth due to a shift in consumer preference towards high-quality and luxury grooming items. The perception of premium products as a status symbol, along with the increase in brand consciousness and consumer willingness to invest in self-care, has propelled this

segment. Manufacturers capitalizing on this trend with targeted marketing strategies and offering unique, high-end products have further accelerated its growth.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Pharmacy Stores

Online Stores

Others

Supermarkets and hypermarkets accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, pharmacy stores, online stores, and others. According to the report, supermarkets and hypermarkets represented the largest segment.

The growth in supermarkets and hypermarkets as a key channel for the male grooming products market is linked to the convenience they offer through a wide variety of product choices. Customer preference for physical examination of products and the opportunity to compare different brands and prices in one location fuels this segment. Strategic locations of supermarkets and hypermarkets in urban and suburban areas make them accessible to a large population. In-store promotions and discounts are also effective in attracting consumers to these retail spaces. Additionally, trained staff in these stores who assist with product information and selection play a vital role in encouraging purchases.

On the other hand, the expansion of pharmacy stores and online stores in the male grooming market can be attributed to the diverse and widespread distribution channels catering to different customer needs. The convenience and accessibility of online shopping platforms have particularly appealed to a tech-savvy generation, while traditional brick-and-mortar stores continue to be trusted sources for product purchases. Collaborations between retailers and manufacturers to enhance customer experience, along with tailored marketing efforts for various sales channels, are collectively boosting this segment.

Breakup by Region:

Asia Pacific

North America

Europe

Middle East and Africa

Latin America

Europe exhibits a clear dominance, accounting for the largest male grooming products market share

The report has also provided a comprehensive analysis of all the major regional markets, which include Asia Pacific; North America; Europe; the Middle East and Africa; and Latin America. According to the report, Europe accounted for the largest market share.

The market in Europe is driven by a rich tradition of personal care and grooming, combined with a strong focus on quality and innovation. The presence of numerous established brands and the high purchasing power of consumers supports the growth in this market. Awareness campaigns and advertising strategies targeted at European males have contributed to changing attitudes towards grooming and personal care.

The rise in eCommerce and digital platforms has expanded the reach of products to remote areas, enhancing market growth. Additionally, societal trends towards embracing diversity in appearance and the influence of fashion and lifestyle in European cultures have spurred demand. Regulatory policies that encourage the use of natural and organic ingredients resonate with consumer preferences in Europe, further driving the market.

Furthermore, environmental consciousness and the demand for sustainable products have also led to innovation in packaging and product formulation, strengthening the European market segment. Lastly, collaborations between local and international brands provide a wide array of choices, appealing to different consumer needs and preferences, thereby boosting the male grooming products market in the Europe region.

#### Competitive Landscape:

The key players are continually introducing new and technologically advanced products to by heavily investing in research and development (R&D) activities to meet consumer demands. The expansion of distribution channels, both online and offline, is a critical strategy taken by the major companies, which is leading to higher product accessibility and a broader consumer base. Additionally, they are taking sustainability initiatives, including the development of products with natural ingredients and eco-friendly

packaging, to appeal to environmentally conscious consumers. The prominent players are also focusing on customization and personalization, such as offering personalized products and services, to help create a connected customer experience. Furthermore, strategic mergers, acquisitions, and partnerships are being utilized by the major players to enhance product portfolios and gain access to new markets. They are also employing targeted marketing campaigns and building strong brand identities to reach different segments of the market.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Procter & Gamble Company  
Unilever PLC  
Edgewell Personal Care Company  
Beiersdorf AG  
LVMH Mo?t Hennessy – Louis Vuitton SE  
L’?real SA  
Coty, Inc.  
Natura Cosméticos SA (NATURA)  
PUIG, SL  
Koninklijke Philips NV  
Panasonic Corporation

#### Recent Developments:

In October 2021, Braun, a subsidiary of Procter & Gamble Company launched the Series 9 Pro in its portfolio of world-class shavers. Braun’s Series 9 Pro is the only shaver to feature the new ProLift Trimmer, which gently lifts and cuts more hair in every stroke and improves the shaver’s ability to glide over the skin with a low level of friction, providing a pleasant and superior feel against the skin.

In December 2022, Edgewell Personal Care Company announced that its Private Label business unit, previously known as Private Brands Group, is now Edgewell Custom Brands. Formerly known as Persona.com, the new website can now be found at [EdgewellCustomBrands.com](https://EdgewellCustomBrands.com).

In December 2022, Beiersdorf AG announced that it has acquired a majority stake in S-Biomedic NV, Belgium, a life-science company and frontrunner in the field of skin microbiome research. S-Biomedic will continue to be managed as a standalone entity under Beiersdorf’s existing microbiome program and will complement the company’s own research activities in this field.

## Key Questions Answered in This Report

1. What was the size of the global male grooming products market in 2023?
2. What is the expected growth rate of the global male grooming products market during 2024-2032?
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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