

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

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## Abstracts

### Market Overview:

The global male toiletries market size reached US\$ 25.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 31.3 Billion by 2028, exhibiting a growth rate (CAGR) of 2.9% during 2023-2028.

Male toiletries are products utilized by men for maintaining their personal hygiene. They comprise oils, shampoos, deodorants, conditioners, soaps, face washes, hair gels, lotions, balms, perfumes, shaving creams, and razors. They prevent the accumulation of dead skin and minimize the development of blemishes, acne, body odor, wrinkles, infections, and skin allergies. At present, there is a rise in the demand for male toiletries on account of the growing number of metrosexual men across the globe.

### Male Toiletries Market Trends:

The increasing awareness among men regarding health, hygiene, and physical appearance represent one of the major factors positively influencing the demand for male toiletries around the world. In addition, the rising demand for premium quality male toiletries on account of rapid urbanization, changing living standards, and the expanding purchasing power of individuals are contributing to the market growth. Moreover, the growing influence of social media platforms is catalyzing the demand for male toiletries. Apart from this, key players are introducing herbal and organic toiletries manufactured using natural and sustainably sourced ingredients and other novel variants to cater to the requirement of consumers with sensitive skin. They are also investing in promotional activities, such as celebrity endorsements and social media campaigns, to improve their existing sales and profitability. Furthermore, the expanding number of salons and

medical spas is catalyzing the demand for male toiletries. Besides this, rapid digitization, busy lifestyles, increasing sales of smartphones, and high-speed internet have shifted consumer preferences towards online shopping due to associated benefits like wide catalog, doorstep delivery, secure payment, and hassle-free shopping experience. This, in confluence with the burgeoning e-commerce industry, is creating a positive outlook for the market.

#### Key Market Segmentation:

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

#### Breakup by Product:

- Deodorants
- Haircare products
- Skincare products
- Shower products

Deodorants currently dominate the market.

#### Breakup by Type:

- Mass products
- Premium products

Mass products account for the majority of the total market share.

#### Breakup by Distribution Channel:

- Supermarkets and hypermarkets
- Pharmacies
- Specialty stores
- Departmental stores
- Others

Supermarkets and hypermarkets hold the majority of the global market share as they have a wider collection of products.

## Regional Insights:

North America

Europe

Asia Pacific

Latin America

Middle East and Africa

Europe enjoys the leading position in the market due to the increasing awareness among men of the region about health, hygiene, and physical appearance.

## Competitive Landscape:

The competitive landscape of the market has been examined along with the detailed profiles of the major players operating in the industry. Some of these players include:

Beiersdorf AG

L'Oréal SA

Procter & Gamble Company (P&G)

Shiseido Company

Unilever PLC

The Estée Lauder Companies Inc.

Coty Inc.

Molton Brown Limited

## Key Questions Answered in This Report:

How has the global male toiletries market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global male toiletries market?

What are the key regions in the global male toiletries market?

Which are the different products in the global male toiletries market?

What are the popular types in the global male toiletries market?

What are the major distribution channels in the global male toiletries market?

What are the various stages in the value chain of the global male toiletries market?

What are the key driving factors and challenges in the global male toiletries market?

What is the structure of the global male toiletries market and who are the key players?

What is the degree of competition in the global male toiletries market?

How are male toiletries manufactured?

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