

Male Toiletries Market Report by Product (Deodorants, Haircare Products, Skincare Products, Shower Products), Type (Mass Products, Premium Products), Distribution Channel (Supermarkets and Hypermarkets, Pharmacies, Specialty Stores, Departmental Stores, and Others), and Region 2024-2032

<https://marketpublishers.com/r/M665CC2D0619EN.html>

Date: April 2024

Pages: 135

Price: US\$ 3,899.00 (Single User License)

ID: M665CC2D0619EN

Abstracts

The global male toiletries market size reached US\$ 26.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 33.7 Billion by 2032, exhibiting a growth rate (CAGR) of 2.6% during 2024-2032. The growing disposable income and spending power among men, especially in developing regions, the growing demand for convenient and time-saving grooming solutions, and the rising emphasis on sustainability and ethical consumerism are some of the major factors propelling the market.

Male toiletries refer to a range of personal care products specifically designed and marketed for men's grooming needs. These products cater to various aspects of men's hygiene, grooming, and self-care routines. They include shaving cream, aftershave lotions, beard oils, facial cleansers, body washes, deodorants, hair styling products, and colognes or perfumes. Shaving cream and aftershave lotions are crucial for achieving a smooth and irritation-free shave, while beard oils help maintain and nourish facial hair. Facial cleansers are formulated to cleanse and rejuvenate the skin, and body washes are meant to cleanse the entire body effectively. Deodorants provide all-day freshness and odor protection, while hair styling products like gels, waxes, or pomades help achieve desired hairstyles. Colognes or perfumes are used as a finishing touch to enhance one's overall scent.

The growth in disposable income and spending power among men majorly drives the global market. As economies prosper and household incomes rise, men have more financial resources to spend on personal care products. With higher purchasing power, they can afford to invest in premium products that offer superior quality, performance, and efficacy. Along with this, rapid urbanization, hectic work schedules, and a fast-paced lifestyle have led to a higher demand for convenient and time-saving grooming solutions. In addition, the growing emphasis on sustainability and ethical consumerism is influencing the market. Brands that prioritize sustainable packaging, use natural and organic ingredients, and adopt eco-conscious manufacturing practices are gaining traction among male consumers. The demand for sustainable products, such as recyclable packaging, refillable containers, and products free from harmful chemicals, is acting as another growth-inducing factor. Furthermore, the rapid expansion of e-commerce and online retail channels is creating a positive market outlook.

Male Toiletries Market Trends/Drivers: Shifting Social Norms

One significant market driver is the shifting social norms and evolving concept of masculinity. This is creating a noticeable change in attitudes towards male grooming as men are now more conscious about their appearance and invest in personal care products. This cultural shift is driven by factors, such as growing emphasis on self-care, changing gender roles, and the influence of media and celebrities. As a result, the demand for skincare, hair care, and grooming products and companies are introducing goods that are especially suited to men's individual wants and tastes in order to capitalize on this trend, thereby experiencing lucrative growth.

Rising Influence of Digital and Social Media

The growing influence of digital and social media platforms is another significant market driver. With the advent of social media, men are exposed to a constant stream of images and messages promoting an idealized version of masculinity. This has had a profound impact on male grooming habits, as men strive to achieve the flawless looks and grooming standards portrayed online. Platforms, such as YouTube and Instagram have given rise to male beauty influencers and content creators who share grooming tips, product reviews, and skincare routines. This exposure has educated and empowered men to take better care of their appearance, leading to a growing product demand. Brands have also recognized the power of social media in reaching male consumers and are leveraging these platforms for targeted marketing campaigns to

drive sales.

Emerging Men's Personal Care Industry

The rapid growth of the men's personal care industry is catalyzing the product demand. As men's grooming becomes more mainstream, there has been a rise in the number of brands and products specifically catering to male consumers. Also, the industry has evolved to offer a wide range of specialized products, including shaving creams, beard care products, hair styling gels, and fragrances tailored to men's preferences. This factor has expanded consumer choices and fueled competition, leading to product innovation and improved formulations. Furthermore, the easy availability of these products through various distribution channels, including online platforms and brick-and-mortar stores, has made them easily accessible to men, further contributing to the market.

Male Toiletries Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global male toiletries market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on product, type and distribution channel.

Breakup by Product:

- Deodorants
- Haircare Products
- Skincare Products
- Shower Products

Deodorants dominate the market

The report has provided a detailed breakup and analysis of the market based on the product. This includes deodorants, haircare products, skincare products, and shower products. According to the report, deodorants represented the largest segment.

The industry is experiencing significant growth, and one of the key market drivers for deodorant products in this sector. This is due to the increasing focus on personal grooming and hygiene among men. In recent years, there has been a cultural shift with men becoming more conscious of their appearance and investing in self-care products. Deodorants, specifically designed for men, cater to their unique needs, providing long-

lasting freshness and odor protection. Additionally, the introduction of innovative and diverse product offerings, including different fragrances, formulations, and packaging, also contributes to the market growth, as men seek personalized and tailored options.

In addition, the growing emphasis on men's grooming and personal style, leading to increased awareness of haircare is positively influencing the market. Men are becoming more conscious of their hair health, styling options, and the importance of using specialized products. The influence of social media and celebrities has played a significant role in promoting different hairstyles and trends among men, further fueling the demand for haircare products.

Breakup by Type:

Mass Products

Premium Products

Mass products dominate the market

A detailed breakup and analysis of the wireless power transmission market based on the type has also been provided in the report. This includes mass products and premium products. According to the report, mass products accounted for the largest market share.

Affordability and accessibility are key factors driving the demand for mass products in this industry. Men are opting cost-effective options that offer good quality and functionality due to their lower price points, which help to cater to a wider consumer base and attract those who prioritize value for money. Along with this, the convenience factor plays a significant role in the popularity of mass products. Men often prefer to purchase their toiletries from easily accessible retail outlets, such as supermarkets and drugstores, where mass products are readily available. The wide distribution network and extensive shelf presence of mass brands make them easily accessible to consumers, further driving their market demand.

Apart from this, the increasing focus on personal grooming and self-care among men is catalyzing demand for high-end, luxurious products that offer an elevated experience. Premium products are often associated with superior quality, unique formulations, and indulgent ingredients that cater to the discerning preferences of male consumers. In confluence with this, the desire for exclusivity and prestige plays a significant role in driving the demand for premium products. .

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Pharmacies
- Specialty Stores
- Departmental Stores
- Others

Supermarkets and hypermarkets dominate the market

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

Supermarkets and hypermarkets play a crucial role as distribution channels in the industry, driven by the convenience and one-stop shopping experience offered by supermarkets and hypermarkets. These retail outlets provide a comprehensive selection of including deodorants, haircare, skincare, and grooming products, making it easier for men to find and purchase their preferred items. Additionally, the competitive pricing and promotional offers available in supermarkets and hypermarkets make them an attractive choice for cost-conscious male consumers. These outlets often provide competitive prices and discounts, making the products more affordable and appealing.

On the other hand, pharmacies serve as a significant distribution channel in the industry, driven by several market drivers. Pharmacies offer a range of products that cater to specific male needs, such as dermatologically tested skincare solutions or specialized haircare for specific concerns. In addition, the expertise and guidance provided by pharmacists contribute to the popularity of pharmacies as distribution channels. Moreover, pharmacies are often conveniently located within communities and offer extended operating hours, making them easily accessible to male consumers.

Regional Insights:

- North America
- Europe
- Asia Pacific
- Latin America

Middle East and Africa

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

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

The industry in Europe is being driven by the growing trend among men to pay more attention to personal grooming and appearance. This shift in mindset has led to an increased demand for male-specific toiletry products such as skincare, haircare, and grooming items. Additionally, changing social norms and a growing focus on wellness and self-care have further propelled the market. Moreover, the influence of media and advertising campaigns targeted specifically at men has played a crucial role in driving the market forward. With the rise of e-commerce and the convenience it offers, consumers now have easy access to a wide range of male toiletry products, contributing to the industry's growth.

On the contrary, Asia Pacific is estimated to expand further in this domain due to the changing cultural norms and attitudes towards personal grooming among men. Additionally, rising disposable incomes and an expanding middle class in countries, such as China, India, and Southeast Asian nations have contributed to the expansion of the market. With higher purchasing power, men in the region are increasingly willing to invest in grooming and personal care products.

Competitive Landscape:

The market is experiencing significant growth due to the development of new product lines, such as skincare, haircare, beard care, and grooming products tailored to men's needs. Companies are also investing in research and development to innovate and introduce novel formulations and ingredients that address specific concerns of male consumers. Along with this, top manufacturers are focusing on marketing and advertising efforts to create brand awareness and capture the attention of their target audience. They are using various channels, including traditional media, social media platforms, influencer marketing, and celebrity endorsements, to promote their products effectively. In addition, the increasing investments in sustainable and eco-friendly practices to meet the growing consumer demand for environmentally conscious products is significantly supporting the market. They are incorporating recyclable packaging materials, reducing waste, and adopting more sustainable sourcing and

manufacturing processes. Apart from this, the widespread adoption of e-commerce platforms and digital marketing strategies to reach a wider customer base and provide a convenient shopping experience is contributing to the market. Furthermore, the integration of data analytics to gain insights into consumer preferences and behaviors is creating a positive market outlook.

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:

Beiersdorf AG
L'Oréal SA
Procter & Gamble Company (P&G)
Shiseido Company
Unilever PLC
The Estée Lauder Companies Inc.
Coty Inc.
Molton Brown Limited

Recent Developments:

In January 2022, L'Oréal SA acquired American superfood skin care expert is in a move intended to expand the ethical options available in the highly competitive market for male toiletries products.

In April 2022, Beiersdorf AG brand Nivea Men released a moisturizer for skin manufactured of regenerated carbon dioxide. The carbon capture and utilization (CCU) technique were used to produce the final product. The climate care moisturizer gives a revitalizing moisture boost and has a calming effect on the skin.

In May 2020, Gillette subsidiary of Procter & Gamble Company (P&G) created King C. Gillette, a new brand providing a full selection of products and accessories for facial hair styling and home grooming routines. Argan oil, avocado oil, coconut water, aloe vera, white tea extract, and cocoa butter are just a few of the plant-based components used in the creation of the King C. Gillette beard & face wash, beard oil, beard balm, and beard gel.

Key Questions Answered in This Report

1. How big is the global male toiletries market?
2. What is the expected growth rate of the global male toiletries market during 2024-2032?

3. What are the key factors driving the global male toiletries market?
4. What has been the impact of COVID-19 on the global male toiletries market?
5. What is the breakup of the global male toiletries market based on the product?
6. What is the breakup of the global male toiletries market based on the type?
7. What is the breakup of the global male toiletries market based on the distribution channel?
8. What are the key regions in the global male toiletries market?
9. Who are the key players/companies in the global male toiletries market?

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