

Asia-Pacific Men Personal Care Market (2016 - 2022)

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Abstracts

Men follow a daily regime of cleansing, moisturizing, protecting, and shaving. They have become more conscious about their health and looks. From dressing to hairstyles everything is taken care of. Moreover, fashion industry has also contributed in the growth of men personal care market. Now-a-days beard and hairstyles has become one of the fashion statements. Men Personal Care Products are used by all the ages; with maximum popularity among the youth.

Constant lifestyles changes have resulted in the growing demand of personal care product. People are more concerned about their overall appearance from clothing to looks. The growing population and growing income level of middle and upper class consumers is increasing the demand for men personal care products. Consumers are willing to spend more of their disposable income in purchasing personal care products. As per the consumer statics, "an average person spends around \$601 on personal care products monthly". Hence, rise in spending towards personal care products would ultimately grow the men personal care market.

The Men Personal Care Market has been segmented on the basis of type and Country. Based on Type, the market is segmented into Hair Care, Skin Care, Oral Care, Shaving, Personal Cleanliness, and Others. Hair Care is further segmented into Hair Conditioners, Hair Gel, Hair Sprays & Hair Cream, Hair Dyes & Hair Colors, and Shampoos & Rinses. Skin Care includes Face & Neck Lotions, Cleansers, Moisturizers, and Body & Hand Creams. Oral Care is segmented into Dental Care Tools, Mouthwashes, and Breath Fresheners. Shaving segment includes the following products Shaving Soap, After Shave Lotions, Pre-Shave Lotions, and After Shave Lotions. Personal Cleanliness is segmented into Body powders, Soaps, and Fragrances. Other segment includes the following products: Facial Makeup, Bathing Essentials, Nail Care, and Bathing Essentials.

Based on country, the market is segmented into China, Japan, India, South Korea, Singapore, Australia and Rest of Asia-Pacific.

The key players operating men personal care market are L'Oreal S.A., Johnson & Johnson, The Estee Lauder Companies, Inc., Procter and Gamble, Unilever Plc, Avon Products, Inc., Kao Corporation, Colgate -Palmolive Company, and Shiseido Company, Ltd.

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