

# Europe 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.

Globally, Natural Skin Care and Hair Care products are becoming more popular among population. Consumers are looking for more natural ingredients in their beauty products. According to the research, "50% of UK, French men believes that natural skin care products are better for the skin". Talking about hairs, "research states that 29% of European men claims that they spend more time looking after their hair". Additionally, taking care of personal hygiene is also increasing. Research observed that men have become more conscious about their personal hygiene and fitness. Also, they have now become more concerned about their overall appearance. Taking care of Nutrition, Leisure, sleep, and exercise have become regular activity in men's life.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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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