

Global 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.

Men personal care products have witnessed the prominent growth in the recent years. Skin care specialist also suggest that men should take proper care of their skin, as it is more rough and thick in comparison to women. 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 key driving factors driving the growth of Men Personal Care Market are Growth in per capita investment for personal care products and rapid urbanization. Fragrances and cologne are trending all over the world. Demand for rich Fragrances and cologne have increased in the recent years due to the rise in the disposable income for personal care. Additionally, factors such as product differentiation and growth in corporate lifestyle have also contributed in the growing demand for men personal care market. However, side-effects of chemicals and high cost of ingredients used in the products are some of the restraints for the growth of men personal care market.

The Men Personal Care Market has been segmented on the basis of type and Geography. 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 Geography, the market is segmented into North America, Europe, Asia-Pacific, and LAMEA (Latin America, Middle East and Africa).

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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