

# North America 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 includes a diversified range of products. From skin to oral care every product is available in the market with different specifications. The product includes fragrances, skin creams/lotions, hair products, shaving products, mouthwashes etc. From hair gel to soap conglomerate, the products are gaining huge margins for men's grooming market. Increasing dust and pollution have resulted in the consumption of face wash and sun screen products. Additionally, increasing popularity of celebrity oriented products is also high in demands. Usually, Celebs Endorsed products increase the possibility of product's demand. Hence, differentiation in products could bring great opportunity for 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 U.S, Canada, Mexico, and Rest of North America.

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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