

# Global Male Toiletries Market Growth 2025-2031

<https://marketpublishers.com/r/GF1975B90168EN.html>

Date: October 2025

Pages: 91

Price: US\$ 3,660.00 (Single User License)

ID: GF1975B90168EN

## Abstracts

The global Male Toiletries market size is predicted to grow from US\$ 21560 million in 2025 to US\$ 25290 million in 2031; it is expected to grow at a CAGR of 2.7% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

One of the major factors driving the male toiletries market is the rising trend of the metrosexual men who pay more attention to their appearance and spend significantly on their grooming, clothes and beauty treatments.

The market is further analysed on the basis of products with deodorants as the most popular segment.

LP Information, Inc. (LPI) ' newest research report, the "Male Toiletries Industry Forecast" looks at past sales and reviews total world Male Toiletries sales in 2024, providing a comprehensive analysis by region and market sector of projected Male Toiletries sales for 2025 through 2031. With Male Toiletries sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Male Toiletries industry.

This Insight Report provides a comprehensive analysis of the global Male Toiletries landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Male Toiletries portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global

## Male Toiletries market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Male Toiletries and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Male Toiletries.

This report presents a comprehensive overview, market shares, and growth opportunities of Male Toiletries market by product type, application, key manufacturers and key regions and countries.

### Segmentation by Type:

Mass Products

Premium Products

### Segmentation by Application:

Super Markets and Hyper Markets

Pharmacies

Speciality Stores

Departmental Stores

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Beiersdorf

Coty

L'Oreal

Molton Brown

P&G

Shiseido

Estee Lauder

### Key Questions Addressed in this Report

What is the 10-year outlook for the global Male Toiletries market?

What factors are driving Male Toiletries market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Male Toiletries market opportunities vary by end market size?

How does Male Toiletries break out by Type, by Application?

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