

Global Men Grooming Products Market Growth 2025-2031

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Abstracts

The global Men Grooming Products market size is predicted to grow from US\$ million in 2025 to US\$ million in 2031; it is expected to grow at a CAGR of %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.

Men personal care products comprises of various types of grooming products such as hair care, shaving, perfume & Other, skin care and other personal care products, which include facial makeup, eye makeup, bathing essentials, and nail care. The gradual change in consumer lifestyle has increased the demand for men personal care products.

The total size of the global beauty industry in 2022 was about US\$ 427 billion, with the sales of skin care products was about US\$ 190 billion, perfumes US\$ 70 billion, color cosmetics US\$ 80 billion, hair care products US\$ 90 billion. Head beauty and personal care companies are concentrated in Europe and the United States. More than one-third of the top 100 companies are headquartered in the United States, and 22.9% of the companies are located in France.

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

industry.

This Insight Report provides a comprehensive analysis of the global Men Grooming Products 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 Men Grooming Products portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Men Grooming Products market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Men Grooming Products 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 Men Grooming Products.

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

Segmentation by Type:

Skin Care

Hair Care

Shave Care

Perfumes & Fragrances

Other

Segmentation by Application:

Supermarket/Hypermarket

Drug Stores

Independent Retail Outlets

E-commerce/Online

Other

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.

Procter & Gamble

Beiersdorf

Johnson & Johnson

L'Oreal

Unilever

Colgate-Palmolive

Coty

ITC Limited

Koninklijke Philips

Edgewell Personal Care

Panasonic

Estee Lauder

LVMH

Shiseido

Kroger

AVON

KAO

L'Occitane

Mary Kay

Marico Limited

YOUR-LIFE

Key Questions Addressed in this Report

What is the 10-year outlook for the global Men Grooming Products market?

What factors are driving Men Grooming Products market growth, globally and by region?

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

How do Men Grooming Products market opportunities vary by end market size?

How does Men Grooming Products break out by Type, by Application?

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