+357 96 030922
info@marketpublishers.com

Men's Grooming Products Market Forecasts to 2032 – Global Analysis By Product (Skincare Products, Hair Care Products, Shaving Products, Accessories, Color Cosmetics, Bath and Body Products, Fragrances and Other Products), Type, Category, Distribution Channel, End User and By Geography

https://marketpublishers.com/r/ME1074E6D4DFEN.html
Date: August 2025
Pages: 200
Price: US$ 4,150.00 (Single User License)
ID: ME1074E6D4DFEN

Abstracts

According to Stratistics MRC, the Global Men’s Grooming Products Market is accounted for $65.36 billion in 2025 and is expected to reach $98.80 billion by 2032 growing at a CAGR of 6.08% during the forecast period. Men's grooming products have become much more popular as contemporary men place a greater emphasis on their appearance and personal hygiene. This category covers a broad range of products, including deodorants, skincare lotions, hair styling products, beard oils, shaving creams, and fragrances made especially for men. Rising self-care awareness, changing lifestyle trends, the impact of social media, and celebrity endorsements are all contributing factors to this market's expansion. Innovations in organic and natural ingredients also appeal to consumers who are concerned about their health. In general, men's grooming products have moved from being niche to being widely available, which reflects a larger trend in men's daily routines toward holistic wellness and confidence.

According to a 2023 Survey by LendingTree, Men in the U.S. are spending more than women on beauty products—USD 2,256 annually compared to USD 1,283 by women.

Market Dynamics:

Driver:

Growing knowledge of personal hygiene

The demand for men's grooming products has been driven by greater education and awareness of the value of personal hygiene and its effects on one's health and social perception. Men are now aware that good grooming and skincare practices not only enhance appearance but also ward off problems like body odor, dandruff, and acne. Moreover, this increased awareness has been brought about by health campaigns, dermatological advice, and media content, which has encouraged men to spend money on products that improve their everyday hygiene routines and give them more self-confidence.

Restraint:

Expensive premium products

Many men's grooming products are more expensive than their more basic counterparts, particularly those that are positioned as high-end, organic, or technologically sophisticated. Price sensitivity can limit market expansion, especially in areas where consumers are price conscious and among younger or emerging market consumers. High-end grooming lines are not widely adopted because a sizable portion of men still prefer inexpensive products, even though some are willing to pay more for quality and brand prestige.

Opportunity:

Growing interest in organic and natural products

There is a big chance for companies to create natural, organic, and cruelty-free men's grooming products because of rising health consciousness and worries about chemical exposure. Formulations free of parabens, sulfates, and artificial fragrances that contain plant-based ingredients are becoming more and more popular with consumers. Additionally, this change appeals to eco-aware men who respect sustainability in addition to being in line with worldwide wellness trends. Companies can stand out from the competition and win over a devoted following of consumers looking for greener, safer grooming products by innovating in this market.

Threat:

Vigorous competition in the market

The market for men's grooming has grown extremely competitive, with many local, regional, and international brands fighting for consumers' attention. Rivalry is heightened by the flood of new competitors, including direct-to-consumer companies and niche startups. To stay in business, well-known brands need to constantly innovate and make significant marketing investments. Furthermore, aggressive discounting and price wars can reduce profit margins, making it harder for smaller businesses to thrive. Profitability and brand loyalty are constantly threatened by this crowded market environment.

Covid-19 Impact:

The COVID-19 pandemic affected the market for men's grooming products in a variety of ways. Because many men started dressing more casually, lockdowns and work-from-home trends initially decreased demand for certain grooming products like shaving creams and styling gels. The pandemic did, however, also hasten the adoption of e-commerce, allowing companies to use online channels to communicate directly with customers. Sales of skincare, sanitizing, and wellness-related grooming products also increased as a result of the health crisis' increased emphasis on hygiene and self-care. As social activities pick back up after the pandemic, the market is rebounding with a renewed interest in personal grooming, indicating a shift toward holistic grooming practices that prioritize appearance, wellness, and health.

The conventional segment is expected to be the largest during the forecast period

The conventional segment is expected to account for the largest market share during the forecast period, mainly because of its broad availability, well-known brand, and variety of products. Traditional grooming products usually contain synthetic ingredients that enable mass production, cost-effectiveness, and extended shelf life, thereby opening them up to a wider range of consumers. These goods, which fall into a variety of categories like deodorants, hair styling gels, and shaving creams, appeal to men who value both cost and efficacy. Moreover, conventional products continue to dominate the market because of their robust distribution networks and familiarity with consumers, even in the face of growing demand for natural and organic alternatives.

The teenagers (13-19 years) segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the teenagers (13-19 years) segment is predicted to witness the highest growth rate. Social media influence and celebrity endorsements are fueling young men's growing awareness of personal grooming and appearance, which is driving this growth. The use of skincare, haircare, and styling products by teenagers is growing more adventurous. Market adoption is also being accelerated by the growing availability of targeted, reasonably priced grooming products and the rising disposable income of this age group. Additionally, brands have a great chance to cultivate enduring consumer loyalty in this market segment from an early age.

Region with largest share:

During the forecast period, the Asia-Pacific region is expected to hold the largest market share. A rapidly expanding male population, rising disposable incomes, and growing awareness of personal hygiene and grooming are the main drivers of this dominance. In nations like China, India, Japan, and South Korea, the demand for men's grooming products has increased dramatically due to factors like urbanization, shifting lifestyles, and the impact of social media and celebrities. Furthermore, a large consumer base throughout the region can now more easily access these products owing to the growing retail infrastructure for beauty and personal care products and the rise of e-commerce platforms.

Region with highest CAGR:

Over the forecast period, the Middle East & Africa region is anticipated to exhibit the highest CAGR. A growing number of young people who are concerned with appearance and style, rising disposable incomes, and growing male awareness of personal grooming are all contributing factors to this fast growth. Demand for a range of grooming products is being driven by the growth of retail infrastructure, urbanization, and the impact of Western grooming trends on social media. Additionally, driving market expansion at a quicker rate than in other regions are the growing investments made by both local and international brands to meet the particular grooming requirements of men in this area.

Key players in the market

Some of the key players in Men's Grooming Products Market include Kao Corporation, Colgate-Palmolive Company, Beardo Inc, L'Or?al S.A., Est?e Lauder Companies Inc., Beiersdorf AG, Edgewell Personal Care Company, Unilever PLC, Coty Inc., Koninklijke Philips NV, Procter & Gamble Co., Bombay Shaving Company, Shiseido Co., Ltd., Panasonic Corporation and Wahl Clipper Corporation.

Key Developments:

In June 2025, L’Or?al is poised to seal a roughly €1bn deal to buy UK skincare company Medik8, in the latest push by the French cosmetics giant to bolster its offering of premium beauty brands. A deal for private equity owned Medik8 is close to being signed and is expected to be announced in the coming days, according to people familiar with the matter, who warned that the timeline could yet slip.

In March 2025, Kao has signed an agreement to make future purchases of palm oil alternative from Future Origins of the United States. Future Origins is a U.S. joint venture founded by industrial biotechnology leader Geno, partnered with Kao, Unilever and L’Or?al, with the aim of commercializing and manufacturing ingredients for widely used surfactants in home and personal care applications. Kao announced its investment as a founding member in 2022.

In February 2025, Colgate-Palmolive Company announced that it has agreed to acquire Care TopCo Pty Ltd, owner of the Prime100 pet food brand. This acquisition provides the Company’s Hill’s Pet Nutrition division with an entry into the fast-growing fresh pet food category while complementing its existing science-led, veterinarian-endorsed specialty pet food diets and strengthening its presence in the Australian pet food market.

Products Covered:

- Skincare Products
- Hair Care Products
- Shaving Products
- Accessories
- Color Cosmetics
- Bath and Body Products
- Fragrances

+357 96 030922
info@marketpublishers.com

Other Products

Types Covered:

Mass

Premium

Luxury

Categories Covered:

Conventional

Natural and Organic

Distribution Channels Covered:

Supermarkets & Hypermarkets

Specialty Stores

Online Channels

Convenience Stores

Pharmacy & Drug Stores

Department Stores

Other Distribution Channels

End Users Covered:

Teenagers (13-19 years)

+357 96 030922
info@marketpublishers.com

- Adults (20-59 years)
- Elderly (60+ years)

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific
  - Japan
  - China
  - India
  - Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends

- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

- Company Profiling
  - Comprehensive profiling of additional market players (up to 3)
  - SWOT Analysis of key players (up to 3)
- Regional Segmentation
  - Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)
- Competitive Benchmarking
  - Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

5 GLOBAL MEN'S GROOMING PRODUCTS MARKET, BY PRODUCT

6 GLOBAL MEN'S GROOMING PRODUCTS MARKET, BY TYPE

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Men's Grooming Products Market Forecasts to 2032 – Global Analysis By Product (Skincare Products, Hair Care Products, Shaving Products, Accessories, Color Cosmetics, Bath and Body Products, Fragrances and Other Products), Type, Category, Distribution Channel, End User and By Geography

Product link: https://marketpublishers.com/r/ME1074E6D4DFEN.html

Price: US$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/ME1074E6D4DFEN.html