

Men's Wellness Consumer Products Market Forecasts to 2034 – Global Analysis By Product Type (Men's Nutritional Supplements, Sports Nutrition Products, Men's Personal Care Products, Sexual Wellness Products, Men's Grooming Products and Other Product Types), Wellness Focus, Ingredient Type, Age Group, Distribution Channel, and Geography

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Abstracts

According to Statistics MRC, the Global Men's Wellness Consumer Products Market is accounted for \$9.0 billion in 2026 and is expected to reach \$15.5 billion by 2034 growing at a CAGR of 7.0% during the forecast period. Men's Wellness Consumer Products include foods, beverages, supplements, personal care products, fitness products, grooming solutions, and other consumer goods designed around men's physical and lifestyle wellness needs. Product categories may address nutrition, sports performance, energy, stress management, sleep, grooming, skin health, and healthy aging. Consumers use these products as part of preventive wellness, fitness routines, personal care, and everyday lifestyle management. Growing interest in personalized wellness is encouraging companies to develop products tailored to specific age groups, activity levels, and health objectives. Functional nutrition and specialized supplementation are important areas of product development. Digital wellness platforms are also enabling personalized recommendations and recurring product delivery. Expanding consumer awareness of preventive health and self-care is supporting innovation across the segment.

Market Dynamics

Driver:

Growing awareness of men's health issues

Increasing awareness of men's health issues and demand for targeted wellness solutions are driving adoption of men's wellness consumer products. Growing focus on heart health, hormonal balance, and sexual wellness supports market expansion. Advances in nutritional science and product formulation enhance product efficacy. Rising disposable incomes and health consciousness among men drive product adoption. Men's health is gaining recognition as a distinct market segment.

Restraint:

Stigma and limited awareness

Stigma around men's health issues and limited awareness of wellness products present barriers to market growth. Many men are reluctant to seek help for health concerns. Limited availability of products tailored to men's specific needs constrains market reach. Price sensitivity among certain consumer segments may affect premium product adoption. Education and awareness campaigns are needed to drive market growth.

Opportunity:

Innovation in targeted men's wellness products

Innovation in targeted men's wellness products presents significant growth opportunities. Development of products for specific health concerns and life stages is expanding market reach. Growing availability of online platforms and subscription models facilitates product access. Partnerships with healthcare providers expand distribution channels. Technology advances continue improving product efficacy and convenience.

Threat:

Competition from general wellness products

Competition from general wellness products may limit adoption of men-specific products. Economic pressures may affect consumer spending on wellness products. Regulatory changes affecting supplement claims may impact marketing. Cultural barriers may limit adoption in certain regions. Market saturation in mature categories may constrain growth.

Covid-19 Impact:

The COVID-19 pandemic increased focus on health and wellness, accelerating demand for men's wellness products. Growing awareness of men's health issues supports market expansion. The post-pandemic period has witnessed sustained interest in men's wellness solutions. E-commerce channels facilitated product access during lockdowns. Growing focus on preventive health drives product adoption.

The men's nutritional supplements segment is expected to be the largest during the forecast period

The men's nutritional supplements segment is expected to account for the largest market share during the forecast period as nutritional supplements represent the most established and widely used category of men's wellness products. Growing demand for targeted nutritional support drives market expansion. Advances in product innovation enhance efficacy and convenience. Established distribution channels and brand trust support segment leadership. Nutritional supplements are essential for men's health and wellness.

The sexual health segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the sexual health segment is predicted to witness the highest growth rate driven by increasing awareness of sexual health issues and demand for natural solutions. Growing prevalence of erectile dysfunction and low testosterone drives adoption. Advances in botanical and nutritional solutions for sexual health accelerate market growth. Consumer demand for targeted sexual wellness products increases. Sexual health is a growing focus area for men's wellness.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to high awareness of men's health, strong presence of men's wellness brands, and advanced retail infrastructure. The United States hosts major men's wellness companies with established product portfolios and distribution networks. High disposable incomes and health consciousness reinforce regional market leadership. Growing demand for targeted wellness solutions drives adoption across the region.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by growing awareness of men's health, increasing disposable incomes, and expanding access to wellness products. China, India, and Japan are expanding men's wellness product offerings. Growing focus on sexual and hormonal health accelerates market growth. E-commerce infrastructure development supports product distribution across the region.

Key players in the market

Some of the key players in the Men's Wellness Consumer Products Market include Procter & Gamble Company, Unilever PLC, Haleon plc, Bayer AG, Abbott Laboratories, Nestlé S.A., GNC Holdings LLC, Ritual, Care/of, Hims & Hers Health, Inc., Roman Health, Thorne HealthTech, Inc., Equazen Limited, Performance Lab, and Transparent Labs.

Key Developments:

In May 2025, Hims & Hers Health, Inc. launched an enhanced line of men's wellness products with new formulations targeting sexual health and hormonal balance. The products respond to growing demand for targeted men's wellness solutions.

In April 2025, Ritual announced significant expansion of its men's wellness supplement portfolio with new products for heart health and stress management.

Product Types Covered:

Men's Nutritional Supplements

Sports Nutrition Products

Men's Personal Care Products

Sexual Wellness Products

Men's Grooming Products

Other Product Types

Wellness Focuses Covered:

Muscle & Fitness Health

Heart Health

Hormonal Health

Sexual Health

Stress & Sleep Management

Other Wellness Focuses

Ingredient Types Covered:

Vitamins & Minerals

Proteins & Amino Acids

Botanical Extracts

Omega-3 Fatty Acids

Probiotics

Other Ingredient Types

Age Groups Covered:

18–24 Years

25–34 Years

35–44 Years

45–54 Years

55 Years & Above

Other Age Groups

Distribution Channels Covered:

Pharmacies

Specialty Stores

Supermarkets & Hypermarkets

Online Stores

Direct Sales

Other Distribution Channels

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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

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