

Men's Grooming and Wellness Market Forecasts to 2032 – Global Analysis By Product (Shaving Products, Beard & Mustache Care, Haircare For Men, Skincare For Men, Fragrances & Deodorants, Oral Care, and Body Care), Price, Demographic, Distribution Channel, and By Geography

<https://marketpublishers.com/r/M45BE41FB962EN.html>

Date: July 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: M45BE41FB962EN

Abstracts

According to Statistics MRC, the Global Men's Grooming and Wellness Market is accounted for \$52.7billion in 2025 and is expected to reach \$69.3 billion by 2032 growing at a CAGR of 4% during the forecast period. Men's Grooming and Wellness is defined as the comprehensive range of personal care, hygiene, skincare, haircare, and wellness practices designed specifically for men. It encompasses products and services that focus on enhancing appearance, maintaining hygiene, and supporting overall well-being. This market includes shaving essentials, skincare solutions, grooming devices, fragrances, dietary supplements, and wellness services. Men's grooming and wellness has evolved into a lifestyle segment, reflecting changing consumer attitudes, cultural acceptance, and increased emphasis on male self-care routines.

According to a McKinsey & Company analysis, the men's grooming market is expanding beyond basic hygiene into premium skincare and wellness solutions, driven by shifting gender norms and increased focus on personal appearance.

Market Dynamics:

Driver:

Expanding e-commerce grooming platforms

The Men's Grooming and Wellness Market has been significantly driven by the rapid expansion of e-commerce platforms specializing in grooming products. Online retail channels such as Amazon, Nykaa, and niche grooming-focused startups have improved accessibility, offering global reach and convenient doorstep delivery. Fueled by digital campaigns and subscription-based models, men are increasingly purchasing grooming essentials online. Additionally, the availability of diverse product ranges, loyalty programs, and personalized recommendations has enhanced consumer engagement, thereby propelling steady demand through digital ecosystems.

Restraint:

High competition from local brands

The market faces a restraint due to rising competition from regional and local grooming brands offering affordable alternatives. These brands often leverage cultural familiarity, aggressive pricing, and localized distribution strategies to capture market share from global players. Spurred by cost-sensitive consumers, particularly in emerging economies, multinational companies struggle to maintain brand dominance. Moreover, the local brands' ability to adapt quickly to evolving preferences adds to the challenge. This heightened competition limits premium brand penetration and pressures pricing strategies globally.

Opportunity:

Natural and organic grooming ranges

A promising opportunity lies in the surging demand for natural and organic grooming products among male consumers. Driven by growing health consciousness and concerns over chemical-based cosmetics, brands offering eco-friendly, cruelty-free, and herbal formulations are witnessing strong adoption. Spurred by clean-label awareness, men are investing in skin-friendly, toxin-free grooming solutions. Furthermore, premium positioning of organic beard oils, facial cleansers, and wellness supplements is appealing to younger demographics. This trend creates scope for innovation and brand differentiation in highly competitive markets.

Threat:

Counterfeit product proliferation globally

A critical threat to the market is the widespread availability of counterfeit grooming products worldwide. These replicas often compromise on quality, safety, and efficacy, damaging consumer trust in authentic brands. Fueled by weak enforcement in online marketplaces and local retail channels, fake grooming items undercut genuine sales. Additionally, counterfeit proliferation exposes consumers to harmful formulations, raising health risks. Reputed brands such as L'Oréal and P&G face reputational damage, forcing industry players to invest in anti-counterfeiting measures and robust authentication technologies.

Covid-19 Impact:

The Covid-19 pandemic had a mixed impact on the Men's Grooming and Wellness Market. On one hand, store closures and reduced social gatherings caused a temporary decline in demand for premium grooming and salon-based products. Conversely, lockdowns boosted online sales of personal care, hygiene, and do-it-yourself grooming kits. Fueled by health and wellness awareness, categories like skincare and supplements gained momentum. The pandemic accelerated digital adoption, driving e-commerce growth and subscription-based sales. Overall, the industry shifted toward more holistic self-care solutions.

The beard & mustache care segment is expected to be the largest during the forecast period

The beard and mustache care segment is expected to dominate the market during the forecast period, owing to the rising popularity of facial grooming trends. Fueled by the global beard culture movement and social media influence, products such as beard oils, waxes, trimmers, and balms are witnessing strong adoption. Premium brands are targeting young urban men with specialized grooming kits, contributing to category leadership. Additionally, increased spending on personal appearance in emerging markets has further reinforced segmental dominance globally.

The age cohorts segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the age cohorts segment is predicted to witness the highest growth rate, reinforced by the rising grooming awareness among millennials and Gen Z consumers, who are highly influenced by celebrity endorsements and digital campaigns. Younger men are increasingly experimenting with wellness supplements, skincare, and

customized grooming solutions. Moreover, the growing purchasing power of urban youth in Asia-Pacific and North America is fueling demand. This segment's dynamism highlights the evolving consumer behavior in men's grooming.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, ascribed to its vast consumer base, urbanization, and rising disposable incomes. Countries such as India, China, and Japan are experiencing robust demand for grooming products due to cultural shifts toward male self-care. Fueled by the rise of premium grooming salons and e-commerce platforms, men are investing more in skincare, haircare, and wellness categories. Additionally, global brands are expanding aggressively in this region, capitalizing on evolving consumer preferences.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR associated with growing consumer focus on wellness, clean-label grooming, and premium lifestyle products. Men in the U.S. and Canada are increasingly embracing high-quality, natural grooming ranges. Spurred by celebrity influence and social media, the adoption of grooming kits, supplements, and anti-aging solutions has accelerated. Furthermore, a strong retail presence, digital-first brands, and rising subscription models are reshaping the market landscape. These factors collectively drive regional growth momentum.

Key players in the market

Some of the key players in Men's Grooming and Wellness Market include L'Oréal Group, Unilever PLC, Procter & Gamble Co., Beiersdorf AG, Estée Lauder Companies Inc., Shiseido Company Limited, Colgate-Palmolive Company, Johnson & Johnson Services Inc., Revlon Inc., Coty Inc., Edgewell Personal Care Company, Kao Corporation, Henkel AG & Co. KGaA, Amorepacific Corporation, Mary Kay Inc., Oriflame Holding AG, Avon Products Inc., Clarins Group, and LG Household & Health Care Ltd.

Key Developments:

In September 2025, Beiersdorf AG will likely announce the expansion of its NIVEA MEN range with a new "Stress Protect" series, incorporating anti-pollution and calming

ingredients like adaptogens into daily moisturizers and cleansers.

In August 2025, Unilever PLC (under the Dove Men+Care brand) is anticipated to launch a "Post-Workout Recovery" kit, including a cooling gel with menthol and CBD to soothe muscles and a nutrient-rich body wash, merging grooming with active wellness.

In July 2025, Kao Corporation (under the Bioré brand) is forecasted to introduce a new "Men's Pore Purifying" stick, a portable format designed for on-the-go oil control and skin refinement, addressing the demand for convenience and specific texture concerns.

Products Covered:

Shaving Products

Beard & Mustache Care

Haircare For Men

Skincare For Men

Fragrances & Deodorants

Oral Care

Body Care

Prices Covered:

Mass

Premium

Professional

Natural

Demographics Covered:

Age Cohorts

Lifestyle

Ethnic

Distribution Channels Covered:

Brick-And-Mortar Retail

E-commerce & DTC Subscriptions

Salons & Barbershops

Pharmacy & Drugstore Channel

Male Grooming Kiosks & Pop-Ups

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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL MEN'S GROOMING AND WELLNESS MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 Shaving Products
- 5.3 Beard & Mustache Care
- 5.4 Haircare For Men
- 5.5 Skincare For Men
- 5.6 Fragrances & Deodorants
- 5.7 Oral Care
- 5.8 Body Care

6 GLOBAL MEN'S GROOMING AND WELLNESS MARKET, BY PRICE

- 6.1 Introduction
- 6.2 Mass
- 6.3 Premium
- 6.4 Professional
- 6.5 Natural

7 GLOBAL MEN'S GROOMING AND WELLNESS MARKET, BY DEMOGRAPHIC

- 7.1 Introduction
- 7.2 Age Cohorts
 - 7.2.1 Gen Z
 - 7.2.2 Millennials
 - 7.2.3 Gen X
 - 7.2.4 Boomers
- 7.3 Lifestyle
 - 7.3.1 Metro Professionals
 - 7.3.2 Fitness-Oriented
 - 7.3.3 Urban Hipster
- 7.4 Ethnic

8 GLOBAL MEN'S GROOMING AND WELLNESS MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Introduction
- 8.2 Brick-And-Mortar Retail
- 8.3 E-commerce & DTC Subscriptions
- 8.4 Salons & Barbershops

- 8.5 Pharmacy & Drugstore Channel
- 8.6 Male Grooming Kiosks & Pop-Ups

9 GLOBAL MEN'S GROOMING AND WELLNESS MARKET, BY GEOGRAPHY

- 9.1 Introduction
- 9.2 North America
 - 9.2.1 US
 - 9.2.2 Canada
 - 9.2.3 Mexico
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 Italy
 - 9.3.4 France
 - 9.3.5 Spain
 - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
 - 9.4.1 Japan
 - 9.4.2 China
 - 9.4.3 India
 - 9.4.4 Australia
 - 9.4.5 New Zealand
 - 9.4.6 South Korea
 - 9.4.7 Rest of Asia Pacific
- 9.5 South America
 - 9.5.1 Argentina
 - 9.5.2 Brazil
 - 9.5.3 Chile
 - 9.5.4 Rest of South America
- 9.6 Middle East & Africa
 - 9.6.1 Saudi Arabia
 - 9.6.2 UAE
 - 9.6.3 Qatar
 - 9.6.4 South Africa
 - 9.6.5 Rest of Middle East & Africa

10 KEY DEVELOPMENTS

- 10.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

11 COMPANY PROFILING

- 11.1 L'Oréal Group
- 11.2 Unilever PLC
- 11.3 Procter & Gamble Co.
- 11.4 Beiersdorf AG
- 11.5 Estée Lauder Companies Inc.
- 11.6 Shiseido Company Limited
- 11.7 Colgate-Palmolive Company
- 11.8 Johnson & Johnson Services Inc.
- 11.9 Revlon Inc.
- 11.10 Coty Inc.
- 11.11 Edgewell Personal Care Company
- 11.12 Kao Corporation
- 11.13 Henkel AG & Co. KGaA
- 11.14 Amorepacific Corporation
- 11.15 Mary Kay Inc.
- 11.16 Oriflame Holding AG
- 11.17 Avon Products Inc.
- 11.18 Clarins Group
- 11.19 LG Household & Health Care Ltd.

List Of Tables

LIST OF TABLES

- Table 1 Global Men's Grooming and Wellness Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Men's Grooming and Wellness Market Outlook, By Product (2024-2032) (\$MN)
- Table 3 Global Men's Grooming and Wellness Market Outlook, By Shaving Products (2024-2032) (\$MN)
- Table 4 Global Men's Grooming and Wellness Market Outlook, By Beard & Mustache Care (2024-2032) (\$MN)
- Table 5 Global Men's Grooming and Wellness Market Outlook, By Haircare For Men (2024-2032) (\$MN)
- Table 6 Global Men's Grooming and Wellness Market Outlook, By Skincare For Men (2024-2032) (\$MN)
- Table 7 Global Men's Grooming and Wellness Market Outlook, By Fragrances & Deodorants (2024-2032) (\$MN)
- Table 8 Global Men's Grooming and Wellness Market Outlook, By Oral Care (2024-2032) (\$MN)
- Table 9 Global Men's Grooming and Wellness Market Outlook, By Body Care (2024-2032) (\$MN)
- Table 10 Global Men's Grooming and Wellness Market Outlook, By Price (2024-2032) (\$MN)
- Table 11 Global Men's Grooming and Wellness Market Outlook, By Mass (2024-2032) (\$MN)
- Table 12 Global Men's Grooming and Wellness Market Outlook, By Premium (2024-2032) (\$MN)
- Table 13 Global Men's Grooming and Wellness Market Outlook, By Professional (2024-2032) (\$MN)
- Table 14 Global Men's Grooming and Wellness Market Outlook, By Natural (2024-2032) (\$MN)
- Table 15 Global Men's Grooming and Wellness Market Outlook, By Demographic (2024-2032) (\$MN)
- Table 16 Global Men's Grooming and Wellness Market Outlook, By Age Cohorts (2024-2032) (\$MN)
- Table 17 Global Men's Grooming and Wellness Market Outlook, By Gen Z (2024-2032) (\$MN)
- Table 18 Global Men's Grooming and Wellness Market Outlook, By Millennials

(2024-2032) (\$MN)

Table 19 Global Men's Grooming and Wellness Market Outlook, By Gen X (2024-2032) (\$MN)

Table 20 Global Men's Grooming and Wellness Market Outlook, By Boomers (2024-2032) (\$MN)

Table 21 Global Men's Grooming and Wellness Market Outlook, By Lifestyle (2024-2032) (\$MN)

Table 22 Global Men's Grooming and Wellness Market Outlook, By Metro Professionals (2024-2032) (\$MN)

Table 23 Global Men's Grooming and Wellness Market Outlook, By Fitness-Oriented (2024-2032) (\$MN)

Table 24 Global Men's Grooming and Wellness Market Outlook, By Urban Hipster (2024-2032) (\$MN)

Table 25 Global Men's Grooming and Wellness Market Outlook, By Ethnic (2024-2032) (\$MN)

Table 26 Global Men's Grooming and Wellness Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 27 Global Men's Grooming and Wellness Market Outlook, By Brick-And-Mortar Retail (2024-2032) (\$MN)

Table 28 Global Men's Grooming and Wellness Market Outlook, By E-commerce & DTC Subscriptions (2024-2032) (\$MN)

Table 29 Global Men's Grooming and Wellness Market Outlook, By Salons & Barbershops (2024-2032) (\$MN)

Table 30 Global Men's Grooming and Wellness Market Outlook, By Pharmacy & Drugstore Channel (2024-2032) (\$MN)

Table 31 Global Men's Grooming and Wellness Market Outlook, By Male Grooming Kiosks & Pop-Ups (2024-2032) (\$MN)

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

I would like to order

Product name: Men's Grooming and Wellness Market Forecasts to 2032 – Global Analysis By Product (Shaving Products, Beard & Mustache Care, Haircare For Men, Skincare For Men, Fragrances & Deodorants, Oral Care, and Body Care), Price, Demographic, Distribution Channel, and By Geography

Product link: <https://marketpublishers.com/r/M45BE41FB962EN.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/M45BE41FB962EN.html>