

Men's Grooming Subscription Boxes Market Forecasts to 2032 – Global Analysis By Product (Skincare, Haircare, Shaving & Beard Care, Fragrances & Deodorants and Other Products), Subscription Type, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Men's Grooming Subscription Boxes Market is accounted for \$20.01 billion in 2025 and is expected to reach \$43.6 billion by 2032 growing at a CAGR of 11.8% during the forecast period. Men's Grooming Subscription Boxes are curated packages delivered regularly monthly, quarterly, or as per subscription that contain a selection of men's personal care and grooming products. These boxes typically include items such as razors, shaving creams, skincare products, hair care essentials, fragrances, and beard grooming kits. The concept offers convenience, personalization, and discovery by allowing subscribers to explore premium or new brands without the need for in-store shopping. Many services tailor product selections based on individual preferences and grooming needs, enhancing the overall grooming experience while promoting consistent self-care routines for modern men seeking quality and variety.

Market Dynamics:

Driver:

Growing male grooming awareness and self-care adoption

Male grooming awareness and self-care adoption are boosting subscription-based

product consumption. Men are increasingly prioritizing skincare, beard care, and wellness routines, creating consistent demand for curated grooming kits. Subscription models provide convenience, personalization, and affordability, aligning with evolving consumer lifestyles. Social media influence and celebrity endorsements are accelerating awareness and adoption. This driver continues to anchor growth by normalizing grooming as part of men's daily self-care.

Restraint:

High churn rates and customer retention challenges

High churn rates and retention challenges are limiting long-term profitability for subscription providers. Consumers often switch between brands due to promotional offers, product fatigue, or lack of perceived value. Maintaining engagement requires continuous innovation, personalization, and loyalty programs. Rising competition from direct retail channels further exacerbates churn. This restraint continues to constrain scalability despite strong initial adoption.

Opportunity:

Integration with AI-driven personalization and AR try-on tools

Integration with AI-driven personalization and AR try-on tools is boosting adoption of men's grooming subscription boxes. AI-driven personalization and AR try-on tools are enhancing consumer engagement and satisfaction. Platforms are increasingly using data analytics to curate boxes tailored to skin type, hair type, and lifestyle. AR try-on features allow customers to virtually test products before purchase, reducing dissatisfaction and returns. Integration with mobile apps and e-commerce platforms is accelerating adoption. This opportunity is unlocking new revenue streams and strengthening customer loyalty.

Threat:

Competition from retail and multi-brand e-commerce platforms

Competition from retail and e-commerce platforms is reducing subscription box market share. Consumers often prefer one-time purchases from established retailers offering discounts and variety. Multi-brand platforms provide flexibility and immediate access, challenging the subscription model's value proposition. Price wars and aggressive

promotions by large retailers further intensify competition. This threat continues to limit long-term retention and differentiation for subscription providers.

Covid-19 Impact:

Covid-19 disrupted supply chains and accelerated digital adoption in the men's grooming subscription market. Covid-19 boosted demand for at-home grooming kits as salons and barbershops remained closed. Consumers shifted toward self-care routines, driving sales of skincare, beard grooming, and wellness products. Brands responded by scaling e-commerce platforms and offering flexible subscription models. Post-pandemic recovery is fostering hybrid models that combine online subscriptions with retail partnerships. This impact continues to reshape consumer behavior and accelerate digital-first strategies in grooming.

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

The skincare segment is expected to account for the largest market share during the forecast period owing to rising demand for personalized skincare routines. Skincare is driving adoption of subscription boxes across male consumers globally. Products such as cleansers, moisturizers, and serums are increasingly included in curated kits. Rising awareness of skin health and anti-aging solutions is accelerating adoption. Subscription models provide convenience and affordability compared to premium retail skincare. This segment continues to dominate due to its broad appeal and recurring demand.

The urban professionals segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the urban professionals segment is predicted to witness the highest growth rate due to rising disposable incomes and lifestyle-driven grooming needs. Urban professionals are driving adoption of subscription boxes for convenience and premium product access. Busy schedules and digital-first shopping habits align with subscription-based models. Grooming kits tailored to workplace readiness and personal branding are gaining traction. Rising demand for multifunctional and travel-friendly products is accelerating adoption. This segment is expected to outpace others due to its alignment with urban lifestyle trends.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest

market share due to advanced digital infrastructure and high consumer spending. North America is driving adoption of men's grooming subscription boxes through strong demand for personalized grooming solutions. Leading brands and startups are investing in subscription platforms and expanding product portfolios. Regulatory clarity and high awareness of grooming trends are fostering consumer confidence. E-commerce penetration and influencer-driven marketing are accelerating adoption. North America continues to dominate in both revenue and innovation leadership.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR owing to rapid urbanization and rising grooming awareness. Asia Pacific is driving growth in subscription boxes through strong demand in India, China, and Southeast Asia. Local startups and global players are scaling mobile-first and affordable subscription models. Rising middle-class incomes and digital adoption are accelerating market penetration. Government support for e-commerce and wellness initiatives is fostering long-term growth. Asia Pacific's momentum is driven by demographic scale, cultural emphasis on grooming, and technological innovation.

Key players in the market

Some of the key players in Men's Grooming Subscription Boxes Market include Birchbox Man, Dollar Shave Club, Harry's Inc., Beardbrand, The Beard Club, Gentleman's Box, SprezzaBox, Luxury Barber Box, Bespoke Post, Scotch Porter, Bombfell, Manner Box, FreshCutBox, Mister Safety Razor Box and Men's Soap Company Box.

Key Developments:

In July 2025, Harry's launched AI-powered personalized grooming recommendations within its subscription platform. The feature uses proprietary algorithms to suggest razors, skincare, and haircare products tailored to individual needs.

In October 2023, Dollar Shave Club entered into a new ownership agreement as Unilever sold the brand to Nexus Capital Management LP, while retaining a 35% minority stake. This collaboration ensures continued support from Unilever's global network while giving Nexus Capital management control.

In October 2021, Birchbox was acquired by FemTec Health for approximately \$45

million. The acquisition marked a pivot toward integrating personalized healthcare and wellness into Birchbox's subscription model.

Products Covered:

Skincare

Haircare

Shaving & Beard Care

Fragrances & Deodorants

Multi-Category Grooming Kits

Oral Care Products

Other Products

Subscription Types Covered:

Monthly Subscription

Quarterly Subscription

Annual Subscription

On-Demand/Customized Subscription

Trial or Sample Subscriptions

Gift Subscriptions

Other Subscription Types

Distribution Channels Covered:

Online Direct-to-Consumer Platforms

Multi-Brand E-commerce Platforms

Specialty Retail Partnerships

Brand-Owned Physical Stores

Convenience & Grocery Retailers

Other Distribution Channels

End Users Covered:

Millennials & Gen Z

Gen X & Baby Boomers

Urban Professionals

Fitness Enthusiasts & Athletes

High-Income Consumers

Other End Users

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

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