

Men's Grooming & Wellness Products Market Forecasts to 2034 – Global Analysis By Product (Shaving & Beard Care Products, Skincare Products, Haircare Products, Fragrances & Deodorants and Other Products), Ingredient Type, Distribution Channel, Format, and End User

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Abstracts

According to Statistics MRC, the Global Men's Grooming & Wellness Products Market is accounted for \$67.7 billion in 2026 and is expected to reach \$90.6 billion by 2034 growing at a CAGR of 3.7% during the forecast period. Men's Grooming & Wellness Products include personal care and wellness items tailored specifically for male consumers. These products range from shaving and beard care to skincare, haircare, and health supplements. Increasing awareness of personal grooming and self-care among men is driving market growth. Brands are offering specialized formulations and premium products targeting different skin types and lifestyles. The market is expanding with the influence of social media, changing cultural norms, and rising demand for personalized grooming and wellness solutions.

Market Dynamics:

Driver:

Rising male grooming awareness globally

Shifts in cultural perceptions and lifestyle trends have expanded demand for grooming products beyond basic hygiene. Social media influence and celebrity endorsements further accelerate adoption of premium grooming solutions. Younger demographics are

particularly receptive to experimenting with new styles and wellness products. The growing availability of specialized male grooming lines reinforces this trend. Collectively, heightened awareness of grooming and wellness among men remains the strongest driver of market growth.

Restraint:

Perception barriers in older demographics

Traditional attitudes often view grooming beyond basic hygiene as unnecessary or indulgent. This limits adoption among older male consumers, particularly in rural or conservative regions. Price sensitivity also reduces willingness to invest in premium grooming products. Marketing campaigns targeting younger audiences may inadvertently widen the generational gap. As a result, perception barriers continue to slow broader market penetration across age groups.

Opportunity:

Premium and luxury grooming segments

Rising disposable incomes and lifestyle upgrades have fueled demand for high-quality grooming solutions. Consumers increasingly seek products with advanced formulations, natural ingredients, and personalized benefits. Luxury grooming brands are gaining traction in urban markets, supported by strong retail and e-commerce presence. Integration of wellness-focused features such as aromatherapy and skincare enhances product appeal. This opportunity positions premium grooming as a key growth catalyst in the industry.

Threat:

Fast-changing grooming trends volatility

Rapid shifts in consumer preferences can shorten product lifecycles and increase inventory risks. Brands face challenges in keeping pace with evolving styles and wellness demands. Overexposure to fleeting trends may erode long-term consumer loyalty. Smaller players struggle to adapt quickly, while larger firms face higher innovation costs. These risks highlight the importance of agility and differentiation in sustaining market competitiveness.

Covid-19 Impact:

The Covid-19 pandemic reshaped consumer behavior in the men's grooming market. Lockdowns reduced demand for certain grooming categories, such as salon-based products, while boosting at-home care solutions. Increased focus on hygiene and self-care accelerated adoption of wellness-oriented grooming products. Online retail channels gained prominence as physical stores faced restrictions. Supply chain disruptions initially slowed product availability but recovery efforts stabilized distribution.

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

The shaving & beard care products segment is expected to account for the largest market share during the forecast period as its essential role in male grooming routines. Demand for razors, trimmers, and beard oils remains consistently strong across demographics. Continuous innovation in ergonomic designs and multifunctional grooming kits supports segment dominance. The rise of beard styling trends further reinforces demand for specialized care products. Strong distribution networks across retail and e-commerce enhance accessibility.

The young adults segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the young adults segment is predicted to witness the highest growth rate as demographic is highly receptive to new grooming trends and wellness innovations. Rising social media influence drives experimentation with premium and personalized grooming solutions. Young adults also show strong preference for eco-friendly and natural ingredient-based products. E-commerce platforms and subscription models resonate strongly with this group. As a result, the young adult segment will witness the fastest growth rate in the market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to high consumer awareness and strong brand presence. The region benefits from mature grooming and wellness markets with established distribution networks. Premium product adoption is particularly strong among urban consumers. Regulatory frameworks supporting product safety enhance consumer confidence. Marketing campaigns targeting diverse demographics further strengthen

regional demand.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rapid urbanization and rising disposable incomes. Expanding middle-class populations in countries such as India and China fuel demand for grooming and wellness products. Younger demographics increasingly embrace global grooming trends, boosting adoption. E-commerce platforms accelerate accessibility of premium and affordable grooming solutions. Government-led initiatives promoting hygiene and wellness further support market growth.

Key players in the market

Some of the key players in Men's Grooming & Wellness Products Market include Procter & Gamble Company, Unilever plc, Beiersdorf AG, L'Oreal S.A., Colgate-Palmolive Company, Reckitt Benckiser Group plc, Henkel AG & Co. KGaA, Edgewell Personal Care, ITC Limited, Emami Limited, The Man Company, Bombay Shaving Company, Harry's Inc., Dollar Shave Club and Philips N.V.

Key Developments:

In June 2025, Unilever PLC successfully completed the acquisition of Dr. Squatch for \$1.5 billion to aggressively expand its premium men's grooming portfolio. This strategic partnership-led acquisition integrates the digitally-native brand into Unilever's global distribution network, targeting younger consumers who prioritize natural ingredients and high-performance, clean-label personal care.

In November 2025, Bombay Shaving Company finalized a Series D funding round led by Malabar Investments with participation from 27 existing investors. This collaboration provides the capital necessary for the company to expand its omnichannel presence and invest in AI-powered personalization tools for its digital-first grooming and personal care range.

Products Covered:

Shaving & Beard Care Products

Skincare Products

Haircare Products

Fragrances & Deodorants

Other Products

Ingredient Types Covered:

Natural & Organic Ingredients

Synthetic Formulations

Herbal-Based Products

Functional Ingredients

Other Ingredient Types

Distribution Channels Covered:

Supermarkets & Hypermarkets

Online Retail

Specialty Stores

Barbershops & Salons

Other Distribution Channels

Formats Covered:

Liquid Products

Creams & Gels

Solid Products

Sprays & Aerosols

Other Formats

End Users Covered:

Young Adults

Working Professionals

Athletes & Fitness Enthusiasts

Premium Consumers

Other End Users

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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