

Men's Grooming Products Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Skin Care, Hair Styling, Shave/Beard Care, Accessories, Color Cosmetics), By Product Type (Shaving Foams & Gels, Trimmers, Shavers, Shavers & Clippers, Razors & Cartridges, Oil, Gel & Wax, Others), By Distribution Channel (Hypermarkets/Supermarkets, Departmental Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Men's Grooming Products Market is projected to expand from USD 245.26 Billion in 2025 to USD 402.13 Billion by 2031, reflecting a compound annual growth rate of 8.59%. This industry comprises a distinct category of personal care items, including skincare, shaving preparations, hair care, fragrances, and deodorants, all tailored to the specific aesthetic and physiological requirements of men. A primary catalyst for this sustained growth is a cultural transformation regarding masculinity, which has effectively normalized male self-care regimens. Furthermore, rising disposable incomes combined with the influence of digital media have intensified awareness of personal grooming, encouraging men to invest more frequently in daily hygiene and wellness solutions.

Despite these favorable trends, the sector faces notable obstacles stemming from escalating regulatory demands for transparent and sustainable ingredient sourcing, which increase manufacturing expenses. These compliance requirements can slow down product innovation and add complexity to supply chain logistics. Nevertheless, consumer interest remains strong, especially among younger age groups who are

increasing market penetration. Data from the Personal Care Products Council indicates that in 2024, more than 70% of men aged 18 to 34 utilized skincare products at least once per week, demonstrating robust engagement within the category.

Market Driver

A major force propelling the Global Men's Grooming Products Market is the heightened awareness of specialized skincare and anti-aging protocols. Male consumers are increasingly moving beyond elementary hygiene to adopt thorough regimens that address specific issues like texture, wrinkles, and hyperpigmentation. This trend, often termed the 'skinification' of male grooming, has accelerated the uptake of solution-focused products once aimed chiefly at women. For example, Cosmetics Business reported in March 2025 that Beiersdorf's Nivea Luminous630 line saw 34% organic growth in 2024, illustrating the rising appetite for efficacy-driven treatments. Similarly, L'Oréal's Consumer Products Division noted a 5.4% like-for-like growth in its 2024 Annual Results, signaling strong and continued consumer activity in this sector.

Concurrently, the market is being driven by a decisive move toward luxury and premium personal care categories. As financial stability improves and cultural views on self-care mature, men are placing greater value on prestige branding, premium ingredients, and elevated sensory experiences. To address this, manufacturers are enhancing their core offerings with added benefits to attract the growing 'masstige' and luxury segments. Unilever's 'Full Year 2024 Results,' published in March 2025, highlighted a 6.5% underlying sales growth in its Beauty & Wellbeing group, a success attributed to the strategic premiumization of its hair and skin care brands. This evidence suggests a structural evolution where market value is increasingly derived from consumers upgrading to premium options rather than solely through volume increases.

Market Challenge

Growing regulatory mandates regarding transparent and sustainable ingredient sourcing pose a significant hurdle to the advancement of the Global Men's Grooming Products Market. The burden of compliance forces manufacturers to divert substantial funds toward raw material certification and supply chain reorganization, resulting in higher production costs. Consequently, the need to adhere to strict environmental protocols extends product development timelines, hindering the ability of companies to quickly introduce new formulations that match shifting consumer preferences. This operational inefficiency limits agility and stifles the rapid category growth that typically generates market value.

The financial strain of these regulations falls disproportionately on smaller entities that often drive niche innovation in the industry. According to Cosmetics Europe, the sector included over 9,600 small and medium-sized enterprises (SMEs) in 2024. Unlike large corporations, these smaller firms often lack the financial buffers to manage escalating compliance expenses without sacrificing profit margins. As these businesses struggle with intricate transparency standards, the market faces the risk of losing essential product variety and competitive pricing, which could ultimately suppress overall sector expansion.

Market Trends

The incorporation of smart technology into grooming devices is transforming the market, driven by consumer demand for high-performance tools that provide personalization and precision. This trend transcends basic utility, evidenced by the rise of AI-enhanced trimmers, connected shavers, and heated razors that turn daily routines into sophisticated, tech-forward experiences. Innovation in hardware has emerged as a key revenue driver, confirming that consumers prefer advanced engineering over manual options. As noted in Procter & Gamble's '2024 Annual Report' from August 2024, the Grooming segment achieved high single-digit organic sales growth for the fiscal year, a result largely credited to volume increases fueled by product portfolio innovation.

Additionally, the growth of circular and refillable packaging models marks a significant shift toward sustainability, prioritizing durable design over single-use waste. Brands are progressively replacing disposable items with modular solutions, such as refillable skincare cartridges and reusable razor handles, which help minimize plastic waste while fostering lasting brand loyalty. This transition is becoming a core commercial strategy rather than just a compliance effort, gaining traction among leading industry figures. For instance, Philips revealed in its February 2025 'Annual Report 2024' that circular products and solutions accounted for 24% of its total sales, highlighting the increasing commercial viability of extending product lifecycles in the personal health and grooming market.

Key Market Players

Beiersdorf AG

Procter & Gamble Co.

L'Oreal SA

Shiseido Co., Ltd.

Vi-John Group

Colgate-Palmolive Company

Kao Corporation

Estee Lauder Companies, Inc.

Reckitt Benckiser

Coty, Inc.

Report Scope

In this report, the Global Men's Grooming Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Men's Grooming Products Market, By Type

Skin Care

Hair Styling

Shave/Beard Care

Accessories

Color Cosmetics

Men's Grooming Products Market, By Product Type

Shaving Foams & Gels

Trimmers

Shavers

Shavers & Clippers

Razors & Cartridges

Oil

Gel & Wax

Others

Men's Grooming Products Market, By Distribution Channel

Hypermarkets/Supermarkets

Departmental Stores

Online

Others

Men's Grooming Products Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global

Men's Grooming Products Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By...

Men's Grooming Products Market.

Available Customizations:

Global Men's Grooming Products Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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