

Body Scrub Market By Product Type (Plant-based, Milk-based, Others), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

The Global Beard Grooming Product Market reached a value of USD 22.01 billion in 2022 and is expected to exhibit strong growth in the forecast period, projecting a Compound Annual Growth Rate (CAGR) of 6.9% through 2028. The global beard grooming product industry has witnessed significant growth in recent years, reflecting the increasing popularity of facial hair among men worldwide. This trend has given rise to a thriving market offering a wide range of beard care solutions to cater to the diverse preferences and needs of consumers.

Beard grooming products encompass a wide array of items, including beard oils, balms, waxes, combs, brushes, and trimmers. These products serve a dual purpose, enhancing the aesthetic appeal of facial hair while promoting overall beard health. For instance, beard oils and balms moisturize and condition the beard, reducing itchiness and flakiness while imparting a pleasant scent.

The beard grooming product industry goes beyond cosmetics; it reflects evolving male grooming standards and the celebration of self-expression. As the trend of facial hair continues to gain traction, this industry is poised for further growth, offering a wide array of choices for men seeking to maintain their beards in style and comfort, whether for a rugged look or a sophisticated finish. Beard grooming products have become essential tools in the modern man's grooming routine.

Key Market Drivers

Changing Social Norms and Trends: One of the primary drivers behind the growth of the global beard grooming product industry is the evolving landscape of social norms and trends. There has been a notable shift in societal perceptions of facial hair, with beards now symbolizing masculinity, individuality, and self-expression. The influence of celebrities, athletes, and social media influencers sporting well-groomed beards has played a significant role in popularizing facial hair grooming.

Rising Awareness of Personal Grooming: The global emphasis on personal grooming and self-care has fueled the growth of the beard grooming product industry. Men are becoming more conscious of their appearance and are willing to invest time and money in maintaining their beards. Beard care products cater to evolving grooming standards, providing specialized solutions for various beard types and styles.

Product Innovation and Diversification: Innovation within the beard grooming product industry has been a significant driver of its global expansion. Manufacturers are continually developing new and improved products, enhancing their formulations, and introducing unique features to meet the diverse needs of consumers. Ingredient innovation and product diversification have played pivotal roles in driving growth.

E-Commerce and Direct-to-Consumer Channels: The growth of e-commerce and the rise of direct-to-consumer (DTC) brands have revolutionized the distribution and accessibility of beard grooming products. Online platforms provide a convenient and efficient way for consumers to browse, compare, and purchase a wide variety of products from different brands. DTC brands, in particular, have disrupted traditional retail channels, offering personalized shopping experiences and global accessibility.

Key Market Challenges

Supply Chain Challenges: The beard grooming product industry faces supply chain complexities, with many products relying on ingredients sourced from different parts of the world. Disruptions in the supply chain, whether due to climate change, natural disasters, or geopolitical tensions, can lead to production delays and increased costs. Ethical sourcing is also increasingly important to consumers.

Regulatory and Certification Hurdles: The industry grapples with regulatory hurdles and certification complexities that vary from country to country. Ensuring compliance with safety, labeling, and ingredient restrictions in different regions can be a challenging task. The emergence of CBD-infused products adds additional regulatory challenges.

Intense Market Competition and Brand Differentiation: With the industry's growth, competition among manufacturers and brands intensifies. Differentiating products in a crowded market can be challenging. Effective branding, marketing, and customer engagement strategies are essential to establish a loyal customer base.

Sustainability and Environmental Concerns: The global trend toward sustainability and environmental consciousness presents both opportunities and challenges. Sustainable packaging and responsible ingredient sourcing are essential, but transitioning to eco-friendly practices can be costly.

Key Market Trends

Sustainability and Eco-Friendly Products: The industry is witnessing a growing emphasis on sustainability and eco-friendly products as consumers seek grooming items that align with their environmental values. Manufacturers are incorporating sustainable practices into product development and packaging, reducing their carbon footprint and using natural, ethically sourced ingredients.

CBD-Infused Beard Care Products: CBD-infused beard grooming products are gaining popularity due to their reported benefits, including anti-inflammatory and moisturizing properties. However, they face regulatory challenges in different regions.

Personalized and Tailored Beard Care: Consumers are increasingly looking for personalized beard grooming solutions tailored to their specific needs. Some companies offer customization options and subscription services to meet these demands.

Inclusivity and Diversity in Marketing: Modern marketing campaigns are embracing diversity and inclusivity, featuring models and influencers with a wide range of beard styles and appearances. Some brands are addressing the needs of underrepresented groups.

Segmental Insights

Product Type Insights: Gel and wax products are the fastest-growing segment, catering to men's desire for precise shaping and control of facial hair. The trend of meticulous beard grooming is driving the demand for these products.

Sales Channel Insights: The online marketplace is the fastest-growing segment,

revolutionizing how consumers shop for grooming products. Online platforms offer convenience and accessibility, and direct-to-consumer brands have capitalized on this trend.

Regional Insights: Europe dominates the global beard grooming product industry due to its rich grooming heritage and diverse consumer preferences. European consumers value premium quality and sustainability, driving innovation in the industry.

Key Market Players

Wahl Clipper Corporation

Beiersdorf AG

Revlon Group

Unilever

Edgewell Personal Care

L'Oréal S.A

Wild Willies

Shiseido Company

Estée Lauder Companies Inc.

The American Beard Company

Report Scope:

In this report, the global Beard Grooming Product market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Beard Grooming Product Market, By Product Type:

Oil and Serum

Cream and Balm

Gel and Wax

Cleanser

Others

Beard Grooming Product Market, By End User:

Personal

Professional

Beard Grooming Product Market, By Sales Channel:

Direct Sales

Online

Supermarkets/Hypermarkets

Convenience Stores

Others

Beard Grooming Product Market, By Region:

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

Vietnam

South Korea

North America

United States

Canada

Mexico

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 Beard Grooming Product market.

Available Customizations:

Global Beard Grooming Product market report with the given market data, Tech Sci 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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