

Japan Male Grooming Market By Product Type (Skin Care, Hair Styling, Shave/Beard Care, Accessories, Others), By Distribution Channel (Supermarket & Hypermarket, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/J40CC585AF57EN.html>

Date: May 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: J40CC585AF57EN

Abstracts

Market Overview

The Japan Male Grooming Market was valued at USD 10.45 billion in 2024 and is projected to reach USD 21.67 billion by 2030, registering a CAGR of 12.93% during the forecast period. Growth in this market is being fueled by shifting cultural attitudes and increased attention to personal care among men, particularly among Millennials and Gen Z. Grooming has evolved beyond basic hygiene, with Japanese men increasingly incorporating skincare, haircare, and grooming tools into their daily routines. Rising disposable income and exposure to international grooming trends through social media have further normalized male-focused beauty care. E-commerce has played a pivotal role in expanding product accessibility, offering personalized recommendations and subscription-based convenience. Additionally, brands are launching multifunctional and eco-conscious grooming products that appeal to men who prioritize simplicity and sustainability. This convergence of cultural, technological, and environmental factors continues to reshape Japan's male grooming landscape and is expected to support continued market growth.

Key Market Drivers

Rising Consumer Inclination Towards Clean Label Products

The Japan male grooming market is being propelled by growing demand for clean label products. Modern male consumers are becoming more discerning, seeking grooming solutions made with natural ingredients, free from harmful chemicals, and produced through sustainable practices. Transparency in product labeling, ethical sourcing, and eco-friendly packaging have become core purchase considerations. This reflects a broader trend in Japanese consumer behavior toward health and environmental consciousness. To cater to this evolving demand, brands are introducing plant-based formulations and recyclable materials, positioning themselves to align with the values of informed and environmentally aware consumers. As personal care choices increasingly mirror ethical and ecological values, the clean label movement is redefining product development strategies across the male grooming industry in Japan.

Key Market Challenges

Price Sensitivity

Price sensitivity remains a major hurdle in the Japan male grooming market. While awareness of grooming has grown, many consumers continue to prioritize affordability over advanced features or luxury branding. Budget-conscious men often choose mass-market or basic products that offer functional benefits at lower prices. Economic uncertainty and rising living costs reinforce cautious spending behavior, particularly for non-essential categories like premium grooming. As a result, high-end and niche grooming brands face limitations in reaching a broader audience. To address this, companies are focusing on value-based offerings, such as bundle deals, trial packs, and promotional discounts. Educating consumers about the long-term benefits of higher-quality products is essential to overcoming this pricing barrier and encouraging adoption of more specialized grooming solutions.

Key Market Trends

Increased Focus on Sustainable Product

Sustainability has emerged as a prominent trend in the Japanese male grooming market. Growing environmental awareness is prompting consumers to choose grooming products that are both effective and environmentally responsible. Many are favoring items made with organic or biodegradable ingredients and sustainable packaging solutions. Refillable containers, recyclable materials, and minimalist formulations are becoming increasingly common as brands respond to this shift. The

rise of the "joshiryoku danshi" (men who embrace grooming routines traditionally associated with women) is also driving demand for products that align with broader values of self-care and social responsibility. This cultural evolution is pushing brands to integrate sustainability with innovation, reshaping the market into a more eco-conscious and inclusive space.

Key Market Players

Panasonic Corporation

Koninklijke Philips NV

Bombay Shaving Company

Shiseido Co., Ltd

Helios Lifestyle Private Limited

Emami Ltd

Forest Essentials

Beiersdorf

Himalaya Wellness Company

Blue Nectar

Report Scope:

In this report, the Japan Male Grooming Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Japan Male Grooming Market, By Product Type:

Skin Care

Hair Styling

Shave/Beard Care

Accessories

Others

Japan Male Grooming Market, By Distribution Channel:

Supermarket & Hypermarket

Specialty Stores

Online

Others

Japan Male Grooming Market, By Region:

Hokkaido & Tohoku

Chubu

Chugoku

Kyushu

Rest of Japan

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Japan Male Grooming Market.

Available Customizations:

Japan Male Grooming Market report with the given market data, TechSci Research

Japan Male Grooming Market By Product Type (Skin Care, Hair Styling, Shave/Beard Care, Accessories, Others), B...

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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research End User Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

5. JAPAN MALE GROOMING MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Skin Care, Hair Styling, Shave/Beard Care, Accessories, Others)

5.2.2. By Distribution Channel (Supermarket & Hypermarket, Specialty Stores, Online, Others)

5.2.3. By Region

5.2.4. By Company (2024)

5.3. Market Map

6. JAPAN SUPERMARKET & HYPERMARKET MALE GROOMING MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Region

7. JAPAN SPECIALTY STORES MALE GROOMING MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Region

8. JAPAN ONLINE MALE GROOMING MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Region

9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Merger & Acquisition (If Any)
- 10.2. Product Launches (If Any)
- 10.3. Recent Developments

11. PORTERS FIVE FORCES ANALYSIS

- 11.1. Competition in the Industry
- 11.2. Potential of New Entrants
- 11.3. Power of Suppliers
- 11.4. Power of Customers
- 11.5. Threat of Substitute Products

12. JAPAN ECONOMIC PROFILE

13. POLICY & REGULATORY LANDSCAPE

14. COMPETITIVE LANDSCAPE

- 14.1. Company Profiles
 - 14.1.1. Panasonic Corporation
 - 14.1.1.1. Business Overview
 - 14.1.1.2. Company Snapshot
 - 14.1.1.3. Products & Services
 - 14.1.1.4. Financials (As Per Availability)
 - 14.1.1.5. Key Market Focus & Geographical Presence
 - 14.1.1.6. Recent Developments
 - 14.1.1.7. Key Management Personnel
 - 14.1.2. Koninklijke Philips NV
 - 14.1.3. Bombay Shaving Company
 - 14.1.4. Shiseido Co., Ltd
 - 14.1.5. Helios Lifestyle Private Limited
 - 14.1.6. Emami Ltd
 - 14.1.7. Forest Essentials
 - 14.1.8. Beiersdorf
 - 14.1.9. Himalaya Wellness Company
 - 14.1.10. Blue Nectar

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

I would like to order

Product name: Japan Male Grooming Market By Product Type (Skin Care, Hair Styling, Shave/Beard Care, Accessories, Others), By Distribution Channel (Supermarket & Hypermarket, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/J40CC585AF57EN.html>

Price: US\$ 3,500.00 (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/J40CC585AF57EN.html>