

Male Toiletries Market - Global Industry Size, Share, Trends, Opportunity and Forecast, By Product (Deodorants, Haircare Products, Skincare Products, Shower Products), By Price Range (Premium, Mass), By Sales Channel (Hypermarket/Supermarket, Departmental stores, Pharmacies, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Male Toiletries Market is projected to expand from USD 27.92 Billion in 2025 to USD 38.96 Billion by 2031, reflecting a 5.71% CAGR. This market encompasses personal care formulations specifically designed for men, such as shaving products, skincare, hair care, and deodorants. The primary growth drivers are evolving societal standards regarding masculinity and an increased collective emphasis on wellness and personal hygiene. Consumers are increasingly adopting thorough grooming routines that go beyond basic utility to include preventive and aesthetic care. This shift is further bolstered by the destigmatization of male beauty practices and manufacturers strategically expanding product lines to meet distinct male dermatological needs.

Market engagement metrics highlight this growing integration of grooming into everyday life. In 2024, the Spanish Cosmetics Toiletry and Perfumery Association reported that men used an average of 5.7 cosmetic products daily, illustrating a move from minimal hygiene habits to multi-step care rituals. Despite this positive trajectory, market expansion faces a major hurdle due to economic volatility. Persistent inflation and rising raw material costs threaten to squeeze profit margins and lower consumer purchasing power, potentially stalling growth in price-sensitive segments.

Market Driver

Product innovation and the diversification of male-specific offerings are fundamentally reshaping the market structure. Manufacturers are aggressively moving beyond standard shaving tools to introduce complex formulations that target specific dermatological concerns, such as sensitivity, hydration, and oil control. This supply-side push aligns with the consumer's growing willingness to invest in specialized brands that offer tailored benefits rather than generic utility. According to Beiersdorf's 'Half-Year Report 2024' released in August 2024, the NIVEA Men business unit recorded 10.6% organic sales growth, driven significantly by volume and pricing strategies in emerging markets, indicating that male consumers respond to targeted value propositions with increased purchase frequency and loyalty.

Simultaneously, a heightened focus on anti-aging and advanced skincare solutions is extending the category's revenue boundaries. Men are increasingly prioritizing long-term skin health, influenced by a destigmatized view of self-care that encourages the use of serums, eye creams, and anti-fatigue products. L'Oréal's '2023 Annual Report' from March 2024 noted that its Consumer Products Division, which houses the L'Oréal Men Expert brand, achieved 12.6% like-for-like growth, highlighting the surging demand for accessible yet effective grooming formulations. This trend supports the sector's broader financial stability, with Procter & Gamble reporting net sales of \$6.6 billion in the grooming segment in 2024, demonstrating the substantial revenue available to conglomerates that successfully cater to these evolving preferences.

Market Challenge

Economic volatility, characterized by persistent inflationary pressures and rising raw material costs, stands as a formidable barrier to the growth of the Global Male Toiletries Market. This financial instability forces manufacturers to contend with escalating production and logistical expenses, which are inevitably passed down to the consumer through higher shelf prices. As the cost of living rises, the 'comprehensive grooming regimens' that drive market expansion become vulnerable. Consumers facing reduced purchasing power often rationalize their spending by reverting to basic hygiene essentials, thereby abandoning the multi-step, higher-margin skincare and styling rituals that are crucial for industry revenue growth.

This inflationary impact effectively masks the true state of market demand and hampers real volume expansion. According to the British Beauty Council in 2025, the beauty and personal care sector recorded a nominal growth of 9% for the preceding year, but this

figure was significantly reduced to 5% when adjusted for inflation. This discrepancy highlights that a substantial portion of apparent market gains is driven by price hikes rather than increased consumption. Consequently, the market struggles to achieve genuine organic growth as economic strain deters the adoption of sophisticated grooming habits among price-sensitive demographics.

Market Trends

The expansion of subscription-based direct-to-consumer models is fundamentally altering how male consumers access personalized grooming and wellness solutions. Unlike traditional retail, these platforms leverage telemedicine and data analytics to offer customized treatments for specific concerns such as hair loss and dermatological conditions, thereby increasing accessibility and discretion. This model's success is driven by the convenience of recurring delivery and the personalization of formulations, which fosters high consumer retention. According to Hims & Hers Health, Inc.'s 'Fourth Quarter and Full Year 2024 Financial Results' from February 2025, the company's subscriber base grew to 2.2 million, representing a 45% increase year-over-year, illustrating the rapid scalability and adoption of this digital-first approach.

Simultaneously, the mainstreaming of men's cosmetics and nail care is challenging traditional gender boundaries within the sector. Male consumers are increasingly venturing beyond functional hygiene into aesthetic enhancement, adopting products such as concealers, brow gels, and nail polish as standard parts of their routine. This cultural shift is propelled by social media influence and a broader definition of masculinity that embraces self-expression through beauty products. Market data corroborates this behavioral change; according to the Boots UK 'Boots Beauty Trends Report 2025' released in February 2025, the retailer registered a 14% increase in men shopping for beauty products over the preceding year, highlighting a significant untapped revenue stream as retailers optimize store layouts to cater to this emerging demographic.

Key Market Players

L'Oréal S.A.

Unilever plc

Beiersdorf AG

The Procter & Gamble Company

Kao Corporation

Shiseido Co., Ltd.

The Est?e Lauder Companies Inc.

Coty Inc.

Molton Brown Limited

Edgewell Personal Care Company

Report Scope

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

Male Toiletries Market, By Product

Deodorants

Haircare Products

Skincare Products

Shower Products

Male Toiletries Market, By Price Range

Premium

Mass

Male Toiletries Market, By Sales Channel

Hypermarket/Supermarket

Departmental stores

Pharmacies

Online

Others

Male Toiletries 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 Male Toiletries Market.

Available Customizations:

Global Male Toiletries 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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