

# **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, By Competition, 2018-2028**

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## **Abstracts**

Global Men's Grooming Products Market was valued at USD 201.6 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 8.2% through 2028. Due to the rise of the metrosexual man and the expanding influence of celebrities and influencers, attitudes about traditional masculinity have changed, and men are spending more money on grooming products. Additionally, the number of men's salons is growing, which is boosting demand for male grooming goods globally. Additionally, by combining new performance features based on cutting-edge technology, certain market participants are creating new electrical products, such as shavers and razors. For instance, Philips debuted the Norelco Shaver Series 9000 with artificial intelligence in November 2021, aiming it at urban consumers who want a smarter shaving experience. According to an article published by Entertainment Times, an authoritative source on Hollywood, celebrities, royals, movies, music, and TV shows in April 2022, 45% of GenZ men were encouraged to use grooming products at the same time. In addition, the pandemic led to stockpiling of items, which resulted to have

altered people's shopping habits towards e-commerce platforms.

## Key Market Drivers

### Changing Social Norms and Gender Roles

Over the past few decades, there has been a significant shift in societal norms and gender roles. Men are now encouraged to take better care of their appearance, and this cultural change has fueled the growth of the men's grooming market.

Traditionally, grooming and self-care were often associated with women, while men were expected to have a more rugged and low-maintenance appearance. However, as societal norms have evolved, so too have men's attitudes towards grooming. Men are increasingly embracing self-care routines that include skincare, haircare, and grooming products.

One of the key drivers behind this change is the idea that grooming is not just about looking good but also about feeling confident and empowered. The media and advertising have played a crucial role in promoting these new ideals of masculinity, featuring well-groomed male celebrities and influencers. As a result, men are now more open to trying grooming products and incorporating them into their daily routines.

Furthermore, the rise of gender-neutral and inclusive beauty and skincare brands has helped break down traditional gender barriers in the grooming industry. Men are no longer limited to a few basic grooming products; they now have access to a wide range of specialized products designed to address their unique skincare and grooming needs.

In summary, changing social norms and gender roles have been a significant driver of the men's grooming market. Men are now more open to grooming and self-care, and the industry has responded by offering a diverse range of products to meet their evolving needs.

### Increasing Awareness of Personal Appearance and Confidence

Another major driver of the men's grooming market is the increasing awareness among men of the connection between personal appearance and confidence. Many men now understand that looking good can boost their self-esteem and improve their overall well-being.

In today's image-conscious society, people are constantly exposed to images of well-groomed individuals on social media, in magazines, and on television. This exposure has led to a growing desire among men to emulate these images and invest in grooming products to achieve a polished and put-together look.

The grooming industry has capitalized on this trend by developing and marketing products that promise to enhance one's appearance and confidence. From skincare products that promise to reduce wrinkles and blemishes to haircare products that claim to promote thicker and healthier hair, there is a wide array of offerings catering to men's desire to look their best.

Moreover, the connection between grooming and professional success cannot be ignored. Studies have shown that individuals who take care of their appearance tend to be perceived as more confident and capable in the workplace. As a result, many men are willing to invest in grooming products and routines to enhance their career prospects.

In summary, the increasing awareness of the link between personal appearance and confidence has driven men to seek out grooming products and services. This trend has created a robust market for products that promise to enhance men's physical appearance and boost their self-esteem.

### Technological Advancements in Grooming Products

Technological advancements have revolutionized the men's grooming market, providing innovative solutions that attract a tech-savvy consumer base. These advancements have made grooming products more effective, convenient, and appealing to men. One of the notable developments is the rise of electric grooming tools. Electric razors, trimmers, and clippers have become increasingly sophisticated, offering precision and ease of use. They often come with features such as adjustable settings, ergonomic designs, and self-cleaning mechanisms, making them highly desirable for modern men seeking efficient grooming solutions. Additionally, the skincare industry has witnessed significant technological advancements. High-tech devices, such as facial cleansing brushes and anti-aging devices, are gaining popularity among men who want to improve their skincare routines. These devices use cutting-edge technology to cleanse, exfoliate, and rejuvenate the skin.

Moreover, the use of artificial intelligence (AI) and machine learning in grooming products is on the rise. Some grooming apps and devices analyze the user's skin or hair

condition and provide personalized recommendations for products and routines. This level of customization appeals to consumers who want tailored grooming solutions. The integration of technology has not only improved product effectiveness but also enhanced the overall grooming experience. For instance, smart mirrors with built-in lighting and cameras allow men to better assess their grooming needs and monitor their progress over time.

In summary, technological advancements have played a pivotal role in driving the men's grooming market. These innovations have led to the creation of more efficient and personalized grooming products, attracting tech-savvy consumers looking for the latest advancements in self-care.

### Rise of E-Commerce and Online Marketing

The advent of e-commerce and the proliferation of online marketing channels have significantly impacted the men's grooming market. Online platforms have become the preferred mode of shopping for many consumers, offering convenience, accessibility, and a vast array of choices. E-commerce platforms have made it easy for men to browse, compare, and purchase grooming products from the comfort of their homes. This has eliminated the need for in-store shopping and allowed consumers to explore a wider range of brands and products, often at competitive prices.

Furthermore, online marketing and social media have played a pivotal role in promoting grooming products to a global audience. Brands can now connect with consumers through targeted advertising, influencer partnerships, and engaging content on platforms like Instagram, YouTube, and TikTok. These channels enable brands to showcase the benefits of their products, share grooming tips, and create a sense of community among consumers. The rise of direct-to-consumer (DTC) brands has been particularly influential in the men's grooming market. DTC brands can bypass traditional retail distribution channels, allowing them to offer high-quality products at competitive prices. This has disrupted the industry and forced established brands to adapt to changing consumer preferences.

Online reviews and user-generated content also play a vital role in influencing purchasing decisions. Men often rely on product reviews, tutorials, and recommendations from peers and influencers before making grooming product choices. This digital word-of-mouth marketing has a substantial impact on brand loyalty and product adoption. In summary, the rise of e-commerce and online marketing has transformed the men's grooming market by making products more accessible,

expanding consumer choices, and enabling brands to reach a global audience through targeted and engaging digital strategies.

## Key Market Challenges

### Changing Consumer Preferences and Trends

The men's grooming market faces the ongoing challenge of keeping pace with rapidly changing consumer preferences and trends. As men's grooming habits evolve, the industry must continually adapt to remain relevant and competitive.

One significant shift in consumer preferences is the growing demand for natural and organic grooming products. Men are increasingly conscious of the ingredients in their skincare and grooming products, favoring those with natural components and fewer chemicals. Brands that fail to meet this demand risk losing market share.

Additionally, the rise of gender-neutral and gender-inclusive products has blurred the lines between traditional men's and women's grooming categories. As societal attitudes towards gender evolve, some men may prefer unisex or traditionally feminine products, challenging traditional market segmentation strategies.

Another emerging trend is the focus on sustainability and eco-friendliness. Consumers are looking for grooming brands that prioritize environmentally responsible practices, from sustainable packaging to cruelty-free testing. Brands that do not align with these values may face backlash from eco-conscious consumers.

Keeping up with evolving consumer preferences requires constant innovation, research, and a willingness to adapt product offerings. Failure to do so can result in decreased market share and relevance in the highly competitive men's grooming market.

### Intense Competition and Brand Proliferation

The men's grooming market has become increasingly crowded, with a plethora of brands vying for consumer attention. This intense competition poses a significant challenge for both established and new entrants.

Established brands must fend off competition from newer, niche brands that often leverage digital marketing and social media to rapidly gain visibility. These smaller brands can capture market share by offering unique product formulations, innovative

packaging, or appealing to specific niches within the men's grooming market.

For new entrants, breaking through the clutter and gaining market share can be an uphill battle. Building brand recognition and trust can take time and significant marketing investments. Many new brands struggle to secure distribution in physical stores or gain a foothold in the e-commerce space dominated by established players.

Moreover, the proliferation of private-label and store-brand grooming products in supermarkets and drugstores adds to the competitive landscape. These private-label offerings often come at lower price points, appealing to cost-conscious consumers.

In response to this challenge, established brands must focus on brand loyalty, innovation, and expanding their product portfolios to stay competitive. New entrants must differentiate themselves through unique value propositions, niche targeting, and effective marketing strategies.

## Key Market Trends

### Rise of Gender-Inclusive and Gender-Neutral Grooming

One of the significant trends in the men's grooming market is the rise of gender-inclusive and gender-neutral products. This trend reflects a broader cultural shift toward breaking down traditional gender norms and promoting inclusivity.

In the past, grooming products were often marketed with gender-specific packaging and branding. However, today's consumers, especially younger generations, are more open to using products that are not confined by traditional gender roles. This has led to the development of grooming lines that are intentionally gender-neutral or inclusive, appealing to a wide range of consumers.

Gender-inclusive grooming products often feature minimalist and gender-neutral packaging, avoiding stereotypical imagery and color schemes. The emphasis is on the product's functionality and effectiveness rather than its gender-specific marketing.

Moreover, gender-neutral grooming brands often highlight their commitment to diversity and inclusivity, making them particularly attractive to socially conscious consumers. These brands frequently collaborate with influencers and organizations that advocate for gender equality and diversity.



This trend has been accelerated by the LGBTQ+ community, which has called for greater visibility and representation in the grooming industry. Brands that embrace inclusivity and diversity not only gain a loyal customer base but also contribute to a more equitable and accepting society.

In summary, the rise of gender-inclusive and gender-neutral grooming is a prominent trend in the men's grooming market, driven by changing societal attitudes and a desire for more inclusive and diverse product offerings.

### Growth of Sustainable and Eco-Friendly Grooming

Sustainability and eco-friendliness have become central themes in the men's grooming market. Consumers are increasingly concerned about the environmental impact of their purchasing decisions, leading to a surge in demand for sustainable grooming products.

Sustainable grooming encompasses various aspects, including ingredient sourcing, packaging, and manufacturing processes. Brands are actively seeking environmentally responsible alternatives to traditional ingredients and materials, such as palm oil-free products and cruelty-free testing methods.

Natural and organic grooming products have gained popularity as consumers seek formulations free from harmful chemicals and additives. These products often feature ingredients like organic botanical extracts and essential oils, appealing to health-conscious consumers.

Packaging sustainability is a critical focus area. Brands are exploring eco-friendly packaging options, such as recyclable materials, biodegradable containers, and reduced plastic use. Some brands even offer refillable packaging to minimize waste.

Furthermore, many grooming brands are committing to sustainability through social responsibility initiatives, such as ethical ingredient sourcing and fair labor practices. These efforts resonate with consumers who want to support brands that align with their values.

The sustainability trend in men's grooming is expected to continue growing as consumers prioritize eco-friendly choices. Brands that embrace sustainability not only reduce their environmental footprint but also appeal to a growing segment of conscientious consumers.

## Segmental Insights

### Type Insights

Based on type, In 2022, the skin care sector dominated the market with a share. Over the years, the demand for men's skincare products has been driven by guys' rising awareness of personal hygiene and grooming across the globe. In January 2020, 83% of men aged 65 and up felt that men need to take their skin care seriously, according to a Tiegé Honley article. Furthermore, global demand for men's skincare products is being boosted by macro-level reasons like increased consumer disposable income and exploding distribution channel growth.

Over the projection period, the category for hair styling is expected to grow at the quickest CAGR. Some of the major factors propelling the growth of the hair styling market's revenue include the increasing use of organic hair styling products, escalating grooming and styling trends, and the debut of several hair colorants and hair styling brands. In November 2019, 23% of respondents to a University of Halmstad survey indicated that hair styling is just as important for males as it is for women. An further aspect boosting the market's expansion is people's growing awareness of beauty and fashion trends.

### Distribution Channel Insights

In 2022, the supermarkets and hypermarkets segment held the majority share. The increasing customer preference for using supermarkets and hypermarkets as their major source for purchasing cosmetics and personal care items is the main factor driving the segment's rise. Men are more inclined to purchase goods after having the chance to touch and feel them at supermarkets and hypermarkets, according to a FashionNetwork.com study from 2020. This is because only 22% of men regularly shop on their mobile devices. Additionally, these businesses offer a respectable product range and aid customers in making quick skincare product purchases.

### Regional Insights

In 2022, Asia Pacific dominated the market and had a revenue share. Consumers' growing awareness of the importance of personal care is a major driver of this expansion in the area. As men of all ages' skincare regimens have grown more complex over the years, numerous businesses have emerged to meet the unmet requirements and rising demand in this industry.



In the upcoming years, North America is anticipated to increase at the second-fastest rate. The industry is anticipated to develop as a result of rising demand brought on by the region's burgeoning metrosexual lifestyle. It is predicted that the presence of well-known companies in North America, including Louis Vuitton, Beiersdorf, and Est?e Lauder, will improve customer awareness of these items. For instance, the American debut of the Hero trimmer for men with a three-month automated blade renewal was made by the intimate men's brand Balls in April 2022.

### Key Market Players

Beiersdorf AG

Procter & Gamble Co.

L'Or?al 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 & 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

Turkey

Egypt

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Men's Grooming Products Market.

### Available Customizations:

Global Men's Grooming Products 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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- 14.1.3.6. Key Management Personnel
- 14.1.4. Shiseido Co., Ltd.
  - 14.1.4.1. Company Details
  - 14.1.4.2. Products & Services
  - 14.1.4.3. Financials (As Per Availability)
  - 14.1.4.4. Key Market Focus & Geographical Presence
  - 14.1.4.5. Recent Developments
  - 14.1.4.6. Key Management Personnel
- 14.1.5. Vi-john Group
  - 14.1.5.1. Company Details
  - 14.1.5.2. Products & Services
  - 14.1.5.3. Financials (As Per Availability)
  - 14.1.5.4. Key Market Focus & Geographical Presence
  - 14.1.5.5. Recent Developments
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  - 14.1.6.1. Company Details
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  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Key Market Focus & Geographical Presence
  - 14.1.6.5. Recent Developments
  - 14.1.6.6. Key Management Personnel
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  - 14.1.7.1. Company Details
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  - 14.1.7.4. Key Market Focus & Geographical Presence
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  - 14.1.8.2. Products & Services
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  - 14.1.8.4. Key Market Focus & Geographical Presence



- 14.1.8.5. Recent Developments
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  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Key Market Focus & Geographical Presence
  - 14.1.9.5. Recent Developments
  - 14.1.9.6. Key Management Personnel
- 14.1.10. Coty, Inc.
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products & Services
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS**

- 15.1. Key Focus Areas
- 15.2. Target Type
- 15.3. Target Distribution Channel

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