

Mexico Male Grooming Products Market, By Product Type (Skin Care, Hair Styling, Shave/Beard Care, Others), By Distribution Channel (Offline, Online), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/M23FA05C12BBEN.html>

Date: June 2025

Pages: 81

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

ID: M23FA05C12BBEN

Abstracts

Market Overview

The Mexico male grooming products market was valued at USD 1.34 billion in 2024 and is projected to reach USD 1.91 billion by 2030, growing at a CAGR of 6.14% during the forecast period. This growth is fueled by increasing urbanization, rising disposable incomes, and evolving perceptions of masculinity. Younger consumers in cities like Mexico City and Monterrey are actively embracing grooming routines influenced by global beauty standards and the visibility of grooming culture on social media platforms such as Instagram and TikTok. The market includes a broad array of products spanning skincare, haircare, shaving, and fragrances, catering to both mass-market and premium customer segments.

Key Market Drivers

Changing Societal Attitudes and Increasing Acceptance of Male Grooming

Male grooming habits in Mexico have undergone a significant transformation, shifting from basic hygiene to more comprehensive personal care routines. Historically associated with femininity, grooming is now increasingly accepted as a form of self-expression and confidence among Mexican men. This shift is especially evident among Millennials and Gen Z, who are actively breaking societal taboos and embracing personal care. Influenced by global grooming trends and social media content, young

men are engaging with skincare, hairstyling, and grooming tips shared by influencers and celebrities. According to CANIPEC, Mexico's cosmetics industry exceeds USD 10.5 billion, reflecting a growing appetite for personal care products, including those tailored for men.

Key Market Challenges

Cultural and Traditional Gender Norms

Traditional views of masculinity continue to present a barrier in expanding the male grooming products market in Mexico. While younger urban populations are more receptive to grooming, many men in conservative or rural areas still perceive grooming as feminine or unnecessary. These deeply rooted gender norms restrict broader product adoption and reduce market penetration outside major cities. Social stigma around male grooming also influences brand messaging, as companies must walk a fine line between promoting grooming and respecting conservative ideals. Addressing this challenge requires long-term educational efforts to reshape public attitudes, normalize grooming habits, and emphasize the functional benefits of self-care beyond appearance.

Key Market Trends

Rise of Natural and Organic Grooming Products

A growing trend in the Mexico male grooming market is the rising interest in natural, organic, and clean-label formulations. Health-conscious male consumers, particularly in younger demographics, are paying closer attention to product ingredients and their potential effects on skin health and the environment. This has spurred demand for grooming solutions that avoid harsh chemicals and instead incorporate botanical extracts, essential oils, and local ingredients like aloe vera, agave, and cactus. Reflecting a broader global emphasis on wellness and sustainability, this shift is prompting brands to innovate and expand their offerings with eco-friendly and skin-safe products that appeal to conscientious consumers.

Key Market Players

The Procter & Gamble Company

Colgate-Palmolive Company

Unilever PLC

Estee Lauder Companies, Inc.

Coty Inc.

Baxter of California

Shiseido Co., Ltd.

Beiersdorf AG.

L'Oréal Groupe

Reckitt Benckiser Group plc

Report Scope:

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

Mexico Male Grooming Products Market, By Product Type:

Skin Care

Hair Styling

Shave/Beard Care

Others

Mexico Male Grooming Products Market, By Distribution Channel:

Offline

Online

Mexico Male Grooming Products Market, By Region:

North

Central

Central North

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Mexico Male Grooming Products Market.

Available Customizations:

Mexico Male 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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