

UAE Men's Grooming Market By Product Type (Shaving Foams & Gels, Trimmers, Shavers & Clippers, Razors & Cartridges, Oil, Gel & Wax, Others (Serums, etc.), By Distribution Channel (Supermarket/Hypermarket, Departmental Stores, Baqala Stores, Online & Others (Wholesales, etc.)), By Region, Competition, Forecast & Opportunities, 2028

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Abstracts

The UAE Men's Grooming Market is expected to witness high demand in the forecasted years owing to the high demand among millennials, growth of online channels in the country, and the rising influence among consumers through social media marketing.

UAE Men's Grooming Market Scope

Male grooming refers to the practice of maintaining hygiene, appearance through various means such as using different grooming products. Male grooming can include a wide range of activities such as shaving, hair care, etc.

UAE Men's Grooming Market Overview

Several factors, including increasing awareness among men through social media, high demand through e-commerce, and a growing trend of metro sexuality among men, have contributed to the tremendous rise of the men's grooming sector in the United Arab Emirates in recent years. Razors, shaving creams, and aftershave lotions are all included. With the introduction of electric shavers and multi-blade razors, the shaving products market has experienced substantial innovation in recent years.

UAE Men's Grooming Market Drivers

Growing awareness among men about the importance of grooming and personal hygiene has been one of the major drivers of the male grooming market in the UAE. Men in the UAE are becoming more conscious about their appearance and are realizing the importance of grooming for personal and professional success. Also, it can be due to the growth of social media and the accessibility of information online. The demand for goods like beard oils, hair styling tools, skincare items, and fragrances has increased as a result.

Additionally, the COVID-19 pandemic has contributed to a rise in awareness of adequate grooming and personal cleanliness. Men have begun to pay more attention to their grooming habits due to the emphasis on maintaining cleanliness and wellness, which has increased demand for grooming products. Overall, it is anticipated that the male grooming industry in the UAE would continue to expand because of men's rising awareness of personal cleanliness and grooming.

The influence of social media has been a significant driver of the male grooming market in the UAE. Social media platforms such as Instagram and YouTube have become popular channels for influencers and celebrities to promote grooming products and trends leading to increased awareness and demand among consumers. Influencers and celebrities in the UAE and around the world often share their grooming routines, recommend products, and endorse brands on social media, which has helped to popularize grooming trends and increase the visibility of male grooming products. This has led to the emergence of new grooming brands, which often rely heavily on social media marketing to promote their products.

UAE Men's Grooming Market Trends

In UAE, the market for men's grooming products has seen a rise in the popularity of beard care. Beards are a popular choice in terms of facial hair for men in UAE. To nourish and maintain healthy beards, there has been an increase in demand for beard care products. Some of the popular beard care products in UAE include beard oils, balms, waxes, and shampoos. Beard oils are a common choice for many men, as they help to moisturize and condition the beard, leaving it soft and shiny. Balms and waxes are often used to style and shape the beard, while shampoos help to clean and refresh the beard, removing dirt and excess oil. Additionally, a lot of beard care products in UAE are made with natural and organic ingredients that are safe for the environment and

devoid of dangerous chemicals. It indicates a rising trend in the UAE for eco-friendly and natural grooming products.

Due to the hectic lifestyles among men in UAE, convenience is a key trend in the men's grooming market. Men seek quick and simple grooming solutions that meet their schedules. Men can maintain their grooming regimens without expending a lot of time or effort due to the popularity of convenience-focused goods and services. For instance, all-in-one grooming kits, which include electric trimmers, razors, and combs in one package, offer a practical and simple way to groom. Men who want a quick and hassle-free shaving experience frequently choose disposable razors. They are often used when travelling or on-the-go. Men who want a quick and hassle-free shaving experience frequently choose disposable razors.

UAE Men's Grooming Market Challenges

The industry for men's grooming in UAE has a lot of obstacles due to lack of awareness. Even though the market has expanded significantly in recent years, a significant portion of the general population is still ignorant about the advantages of grooming goods and services. This can restrict the market's potential growth, especially among older generations who might not be as familiar with contemporary grooming techniques. Cultural barriers can be a significant challenge for the UAE men's grooming market, particularly in more conservative regions of the country where traditional attitudes towards grooming may act as a barrier to the growth of the market. In some parts of the UAE, there may be a belief that grooming is not an important aspect of daily routines, and that men should not be concerned with their appearance beyond basic hygiene practices. Thus, all these factors can restrain the growth of the men's grooming market in UAE.

Market Opportunities

Focusing on e-commerce presents a significant opportunity for the UAE Men's Grooming Market. With the growth of e-commerce platforms in the region, consumers are increasingly turning to online channels to purchase grooming products and services. Brands that invest in e-commerce can expand their reach and tap into a growing customer base. Brands can capitalize on this opportunity by putting resources on digital marketing and e-commerce platforms to boost their online presence and expand their audience.

Additionally, they may make sure that their product pages have comprehensive

information on the items, including ingredients, advantages, and usage guidelines. They can optimize their websites for search engines. Brands can employ influencer marketing and social media to generate traffic to their e-commerce sites and raise brand awareness. They can provide discounts and promotions to encourage customers to shop online. To provide a seamless customer experience, brands can invest in efficient order fulfillment and shipping processes, as well as responsive customer service. This can help to build customer loyalty and encourage repeat purchases. Overall, focusing on e-commerce presents a significant opportunity for the UAE Men's Grooming Market, and brands that can establish a strong online presence are well-positioned for growth in the years to come.

Market Segmentation

UAE Men's Grooming Market is segmented based on product type, distribution channel, and region. Based on product type, the market is fragmented into shaving foams & gels, trimmers, shavers & clippers, razors & cartridges, oil, gel & wax, and others including serums, etc. Based on distribution channel, the market is divided into supermarket/hypermarket, departmental stores, baqala stores, online and others including wholesales, etc.

Company Profiles

Philips Electronics Middle East And Africa B.V., Beiersdorf Middle East FZCO, Panasonic Marketing Middle East & Africa FZE, Sanford Middle East DWC L.L.C, Geepas Middle East FZCO, TASK FZE (Xiaomi), National Store L.L.C (Moser), Procter And Gamble Middle East FZE (Gillette), WAHL Middle East & Africa FZCO, Badri Electro Supply & Trading Co.(BESTCO)L.L.C. (NOVA) are some of the leading companies in the UAE Men's Grooming Market.

Report Scope:

In this report, UAE men's grooming market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

UAE Men's Grooming Market, By Product Type:

Shaving Foam & Gel

Trimers, Shavers & Clippers

Razors & Cartridges

Oil, Gel & Wax

Others (Serums, etc.)

UAE Men's Grooming Market, By Distribution Channel:

Supermarket/Hypermarket

Departmental Stores

Baqala Stores

Online

Others (Wholesales, etc.)

UAE Men's Grooming Market, By Region:

Dubai

Abu Dhabi

Sharjah

Ajman

Rest of UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in UAE men's grooming market.

Available Customizations:

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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