

# **United States Women Grooming Market By Product Type (Skin Care, Hair Care, Fragrances, and Others), By Price Range (Mass, Premium), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Multi-Branded Stores, Online, and Others), By Region, Competition, Forecast, and Opportunities, 2018-2028F**

<https://marketpublishers.com/r/U837991CBE6FEN.html>

Date: October 2023

Pages: 83

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

ID: U837991CBE6FEN

## **Abstracts**

The United States women grooming market's growth is expected to grow during the forecast period due to factors such as introduction of new products in the country by domestic & international companies and rising number of skin-related issues, including acne, wrinkles, dark circles, dryness, and the aging of the skin.

### **United States Women Grooming Market Scope**

The concept of personal grooming is the practice of personalizing one's body and appearance. Personal grooming practices encompass bathing, dressing, makeup application, hair removal, teeth, and skin care, and may influence a person's self-esteem.

The concept of personal grooming is not limited to the application of heavy makeup and the wearing of costly garments. Rather, it encompasses the cleaning and upkeep of each aspect of the body for the purpose of creating an aesthetically pleasing appearance. Nobody wants to interact with a person who is unkempt and fails to maintain proper personal hygiene and personal grooming.

### **United States Women Grooming Market Overview**

*United States Women Grooming Market By Product Type (Skin Care, Hair Care, Fragrances, and Others), By Price R...*

The United States women grooming market is one of the fastest growing market, offering a broad array of services and products designed to meet the individual needs of women in terms of personal grooming and beauty. Skincare products make up a substantial proportion of the United States women grooming market. These products range from cleansers & moisturizers to serums & toners, as well as face masks and more. In recent years, there has been a surge in the use of natural and organic skin care products. The haircare sector is also a substantial component of the United States women grooming market. It encompasses a variety of products, which includes shampoos & conditioners, hair masks, hair oils, styling products, and hair colors. There has been a surge in the demand for haircare products that are both natural and sulfate free. The growth of the women's grooming market in the United States can be largely attributed to the utilization of e-commerce platforms, as many customers prefer to buy their items online, and numerous companies have established themselves on these platforms.

Acknowledging and celebrating the diversity of beauty norms have a significant impact on the development of the United States women grooming market. As a result, the market has adopted a more diverse range of products and services, catering to a larger number of skin colors, body shapes, and hair types. This has encouraged women from a variety of backgrounds to seek out grooming solutions that meet their personal requirements.

### United States Women Grooming Market Drivers

Women grooming products, such as skin care and hair care, are experiencing a surge in the United States due to significant increase in consumer demand for natural and organic products. This is due to factors such as a heightened awareness of skincare and grooming, as well as a heightened focus on physical appearance. Additionally, social and environmental concerns have further heightened consumer interest in skincare, leading to an increased preference for natural and organic skincare products. These factors have led to a surge in product innovations, an increase in chemical-free product demand, and increased advertising and promotion of these products.

The United States women grooming market is driven by a larger portion of the country's millennial population. The younger generation is responsible for the majority of the employed population in the nation. As physical appearance is a key factor in daily life, the use of personal care products such as deodorant, perfume, and cosmetics has become increasingly essential. Leading market players are targeting consumers of

particular age group and introducing new products in the market. Furthermore, Americans are engaging in physical activities such as exercising at gyms & fitness centers, which has also contributed to the increase in the demand for personal care products in the nation.

### United States Women Grooming Market Trends

Customers are increasingly seeking out cruelty-free products. Most consumers have become cautious and refrain from buying products that are associated with animal cruelty or those that are derived from animal origin or are detrimental to the environment. Additionally, increased awareness of the pollution and adverse effects of micro plastics is discouraging people from utilizing synthetic products. As a result, customers tend to opt for products made from recyclable materials. This is expected to stimulate innovation and enable new market entrants during the forecast period.

Due to the increasing prevalence of stress and the heightened importance of self-care in recent years, consumers have been actively cultivating a sense of relaxation through sophisticated skincare routine in the comfort of their own homes. This has led to an increase in the demand for skincare products, including sunscreens, face washes, moisturizers, lotions, and healing treatments such as exfoliation and facials, as well as face creams, powders, and scrubs.

The grooming industry in the United States has seen significant shift in recent years, as the millennial generation has become more conscious about their physical appearance. As a result, they are more likely to invest in skincare products that are produced with ingredients which are known to enhance skin health. Many skincare brands are providing a wide selection of products, ranging from sunscreens & anti-aging creams to evening serums, facial masks, and more for the younger generation. For instance, Olay launched a line of retinol-infused skincare products, with the aim of meeting the needs of young women.

### United States Women Grooming Market Challenges

In the United States, the women grooming market is characterized by a high level of competition, with a number of established and emerging brands vying for a share of the market. This heightened competition places pressure on existing brands to differentiate their offerings, innovate and retain customer loyalty. Therefore, increasing competition among companies hinders the expansion of the United States women grooming market.

As consumers become more price-conscious, companies face the challenge of providing competitive pricing without sacrificing the quality of their product. This is especially difficult for SMEs, as they may not have the same economies of scale as larger competitors. Therefore, competitive pricing pressure on manufacturers also impedes the growth of the United States women grooming market.

In the United States women grooming market, establishing and sustaining brand identity and trust are essential. Consumers are increasingly discerning and expect transparency from brands, such as ingredient sourcing, production methods, and corporate social responsibility. To establish and effectively communicate brand values, companies must build trust with their customers. Therefore, maintaining brand authenticity and trust of consumers poses a challenge for manufacturers, which, in turn, may impede the expansion of the United States women grooming market during the forecast period.

### United States Women Grooming Market Opportunities

The skincare industry in the United States is experiencing a rapid growth in past years as consumers become increasingly aware regarding the advantages of skincare products. Companies are presented with the potential to develop and market skincare products that address a range of skin issues, which includes acne, dark circles, anti-aging, and organic & natural skincare.

The makeup industry in the United States continues to be a profitable sector, providing a platform for cosmetics manufacturers to introduce cutting-edge products. Popular trends such as 'clean beauty', 'inclusivity', and 'personalized' makeup products (such as 'custom foundation shades') are gaining traction among consumers, providing opportunities for differentiation and expansion to the manufacturers.

The women grooming market in the United States has experienced significant growth during the forecast period owing to increasing focus on mental and physical wellbeing. There are potential opportunities for the manufacturers to provide holistic products, including bath & body preparations and aromatherapy products to meet the self-care requirements of women.

### Market Segmentation

The United States women grooming market is segmented based on product type, price range, distribution channel, and region. Based on product type, the United States women grooming market is segmented into skin care, hair care, fragrances, and others.

Based on price range, the United States women grooming market is segmented into mass and premium. Based on distribution channel, the United States women grooming market is segmented into supermarkets/hypermarkets, specialty stores, multi-branded stores, online, and others. Based on region, the United States women grooming market is segmented into South, West, Midwest, and Northeast.

## Company Profiles

The Procter & Gamble Company, Unilever United States, Inc., Beiersdorf, Inc., L'Oréal USA, Inc., Estée Lauder Inc., Shiseido Americas Corporation, Edgewell Personal Care Company, Coty Inc., Johnson & Johnson Consumer Inc., and Galderma Laboratories, L.P. (Cetaphil), etc. are among the major market players in the United States women grooming market.

## Report Scope:

In this report, the United States women grooming market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### United States Women Grooming Market, By Product Type:

Skin Care

Hair Care

Fragrances

Others

### United States Women Grooming Market, By Price Range:

Mass

Premium

### United States Women Grooming Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Multi-Branded Stores

Online

Others

United States Women Grooming Market, By Region:

South

Midwest

West

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States women 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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