

# **Aftershave Lotion Market Size, Trends, Analysis, and Outlook By Product (Balms Moisturizers, Gels, Splash), By Distribution Channel (Online, Offline), by Country, Segment, and Companies, 2024-2032**

<https://marketpublishers.com/r/AFA6F4C31F21EN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: AFA6F4C31F21EN

## **Abstracts**

Global Aftershave Lotion Market Size is valued at \$1.7 Billion in 2024 and is forecast to register a growth rate (CAGR) of 2.9% to reach \$2.1 Billion by 2032.

The aftershave lotion market is expanding due to rising consumer awareness of grooming and skincare. The trend towards natural and soothing ingredients is driving demand for aftershave lotions that provide hydration and relief post-shaving. Innovations in formulations and packaging are enhancing market potential, encouraging manufacturers to develop diverse aftershave lotion products for various skin types.

### **Aftershave Lotion Market Drivers, Trends, Opportunities, and Growth Opportunities**

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Aftershave Lotion survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Aftershave Lotion industry.

### **Key market trends defining the global Aftershave Lotion demand in 2025 and Beyond**

The Aftershave Lotion industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

## Aftershave Lotion Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

### Key strategies adopted by companies within the Aftershave Lotion industry

Leading Aftershave Lotion companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Aftershave Lotion companies.

### Aftershave Lotion Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Aftershave Lotion Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Aftershave Lotion industry report provides a detailed analysis and outlook of

revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

## Aftershave Lotion Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

### North America Aftershave Lotion Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Aftershave Lotion market segments. Similarly, strong market demand encourages Canadian Aftershave Lotion companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

### Europe Aftershave Lotion Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Aftershave Lotion industry remains the major market for companies in the European Aftershave Lotion industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Aftershave Lotion market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

### Asia Pacific Aftershave Lotion Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Aftershave Lotion in Asia Pacific. In

particular, China, India, and South East Asian Aftershave Lotion markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

**Latin America Aftershave Lotion Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Aftershave Lotion Market Size Outlook-** continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Aftershave Lotion market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Aftershave Lotion.

### Aftershave Lotion Company Profiles

The global Aftershave Lotion market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Colgate Palmolive Co., D R Harris and Co. Ltd, Edgewell Personal Care Co., Herbacin Cosmetic GmbH, Honasa Consumer Pvt. Ltd, Hugo Boss AG, L'Oréal S.A., Ludovico Martelli Srl, McNROE Consumer Products Pvt. Ltd, MenScience Androceuticals LLC, Mountain Valley Springs India Pvt. Ltd, Natura and Co Holding SA, Paco Rabanne, Raymond Ltd, SUPER MAX.

### Recent Aftershave Lotion Market Developments

The global Aftershave Lotion market study presents recent market news and

developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Aftershave Lotion Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Product

Balms Moisturizers

Gels

Splash

*Aftershave Lotion Market Size, Trends, Analysis, and Outlook By Product (Balms Moisturizers, Gels, Splash), By...*

## By Distribution Channel

Online

Offline

## Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Colgate Palmolive Co.

D R Harris and Co. Ltd

Edgewell Personal Care Co.

Herbacin Cosmetic GmbH

Honasa Consumer Pvt. Ltd

Hugo Boss AG

L'Oréal S.A.

Ludovico Martelli Srl

McNROE Consumer Products Pvt. Ltd

MenScience Androceuticals LLC

Mountain Valley Springs India Pvt. Ltd

Natura and Co Holding SA

Paco Rabanne

Raymond Ltd

SUPER MAX

Formats Available: Excel, PDF, and PPT

## Contents

### **CHAPTER 1: EXECUTIVE SUMMARY**

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
  - 1.3.1 Country Coverage
  - 1.3.2 Companies Profiled
  - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
  - 1.3.4 Units
- 1.4 Abbreviations

### **CHAPTER 2. AFTERSHAVE LOTION MARKET OVERVIEW- 2025**

- 2.1 An Introduction to the Global Aftershave Lotion Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

### **CHAPTER 3. STRATEGIC ANALYSIS REVIEW**

- 3.1 Aftershave Lotion Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

### **CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS**

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Aftershave Lotion Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Aftershave Lotion Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Aftershave Lotion Market Outlook to 2032

### **CHAPTER 5: AFTERSHAVE LOTION MARKET DYNAMICS**

*Aftershave Lotion Market Size, Trends, Analysis, and Outlook By Product (Balms Moisturizers, Gels, Splash), By...*



- 5.1 Key Aftershave Lotion Market Trends
- 5.2 Potential Aftershave Lotion Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL AFTERSHAVE LOTION MARKET ANALYSIS AND OUTLOOK TO 2032**

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Product
  - Balms Moisturizers
  - Gels
  - Splash
- Distribution Channel
  - Online
  - Offline
- 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA AFTERSHAVE LOTION MARKET ANALYSIS AND OUTLOOK TO 2032**

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Product
  - Balms Moisturizers
  - Gels
  - Splash
- Distribution Channel
  - Online
  - Offline
- 7.3 North America Market Outlook by Country, 2021- 2032
  - 7.3.1 United States Aftershave Lotion Market Size Forecast, 2021- 2032
  - 7.3.2 Canada Aftershave Lotion Market Size Forecast, 2021- 2032
  - 7.3.3 Mexico Aftershave Lotion Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE AFTERSHAVE LOTION MARKET ANALYSIS AND OUTLOOK TO 2032**

- 8.1 Europe Market Outlook by Segments, 2021- 2032
- 8.2 Product

Balms Moisturizers

Gels

Splash

Distribution Channel

Online

Offline

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Aftershave Lotion Market Size Forecast, 2021- 2032

8.3.2 France Aftershave Lotion Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Aftershave Lotion Market Size Forecast, 2021- 2032

8.3.4 Spain Aftershave Lotion Market Size Forecast, 2021- 2032

8.3.5 Italy Aftershave Lotion Market Size Forecast, 2021- 2032

8.3.6 Russia Aftershave Lotion Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Aftershave Lotion Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC AFTERSHAVE LOTION MARKET ANALYSIS AND OUTLOOK TO 2032**

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Product

Balms Moisturizers

Gels

Splash

Distribution Channel

Online

Offline

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Aftershave Lotion Market Size Forecast, 2021- 2032

9.3.2 India Aftershave Lotion Market Size Forecast, 2021- 2032

9.3.3 Japan Aftershave Lotion Market Size Forecast, 2021- 2032

9.3.4 South Korea Aftershave Lotion Market Size Forecast, 2021- 2032

9.3.5 Australia Aftershave Lotion Market Size Forecast, 2021- 2032

9.3.6 South East Asia Aftershave Lotion Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Aftershave Lotion Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA AFTERSHAVE LOTION MARKET ANALYSIS AND OUTLOOK TO 2032**

10.1 South America Market Outlook by Segments, 2021- 2032

## 10.2 Product

Balms Moisturizers

Gels

Splash

Distribution Channel

Online

Offline

## 10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Aftershave Lotion Market Size Forecast, 2021- 2032

10.3.2 Argentina Aftershave Lotion Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Aftershave Lotion Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA AFTERSHAVE LOTION MARKET ANALYSIS AND OUTLOOK TO 2032**

## 11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

### 11.2 Product

Balms Moisturizers

Gels

Splash

Distribution Channel

Online

Offline

## 11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Aftershave Lotion Market Size Forecast, 2021- 2032

11.3.2 The UAE Aftershave Lotion Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Aftershave Lotion Market Size Forecast, 2021- 2032

11.3.4 South Africa Aftershave Lotion Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Aftershave Lotion Market Size Forecast, 2021- 2032

## **CHAPTER 12: COMPETITIVE LANDSCAPE**

### 12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

### 12.2 Key Companies Profiled in the Study

12.3 Colgate Palmolive Co.

D R Harris and Co. Ltd

Edgewell Personal Care Co.

Herbacin Cosmetic GmbH

Honasa Consumer Pvt. Ltd

Hugo Boss AG  
L'Oréal S.A.  
Ludovico Martelli Srl  
McNROE Consumer Products Pvt. Ltd  
MenScience Androceuticals LLC  
Mountain Valley Springs India Pvt. Ltd  
Natura and Co Holding SA  
Paco Rabanne  
Raymond Ltd  
SUPER MAX

## **CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY**

13.1 Primary and Secondary Sources  
13.2 Research Methodology  
13.3 Data Triangulation and Validation  
13.4 Assumptions and Limitations  
13.5 Forecast Methodology  
Appendix  
A: Highlights of the Q4-2024 Version  
B: Conclusion and Future Recommendations  
C: Customization Options  
D: Contact Information

## List Of Figures

### LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Aftershave Lotion Market Outlook by Type, 2021- 2032

Figure 6: Global Aftershave Lotion Market Outlook by Application, 2021- 2032

Figure 7: Global Aftershave Lotion Market Outlook by Region, 2021- 2032

Figure 8: North America Aftershave Lotion Market Snapshot, Q4-2024

Figure 9: North America Aftershave Lotion Market Size Forecast by Type, 2021- 2032

Figure 10: North America Aftershave Lotion Market Size Forecast by Application, 2021- 2032

Figure 11: North America Aftershave Lotion Market Share by Country, 2023

Figure 12: Europe Aftershave Lotion Market Snapshot, Q4-2024

Figure 13: Europe Aftershave Lotion Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Aftershave Lotion Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Aftershave Lotion Market Share by Country, 2023

Figure 16: Asia Pacific Aftershave Lotion Market Snapshot, Q4-2024

Figure 17: Asia Pacific Aftershave Lotion Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Aftershave Lotion Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Aftershave Lotion Market Share by Country, 2023

Figure 20: South America Aftershave Lotion Market Snapshot, Q4-2024

Figure 21: South America Aftershave Lotion Market Size Forecast by Type, 2021- 2032

Figure 22: South America Aftershave Lotion Market Size Forecast by Application, 2021- 2032

Figure 23: South America Aftershave Lotion Market Share by Country, 2023

Figure 24: Middle East and Africa Aftershave Lotion Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Aftershave Lotion Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Aftershave Lotion Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Aftershave Lotion Market Share by Country, 2023

Figure 28: United States Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 38: China Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 44: Rest of APAC Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 45: Brazil Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 48: Saudi Arabia Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 49: UAE Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Aftershave Lotion Market Size Outlook, \$ Million, 2021- 2032

Figure 51: Research Methodology

Figure 52: Forecast Methodology

## List Of Tables

### LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Aftershave Lotion Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Aftershave Lotion Market Size Outlook by Segments, 2021- 2032

Table 7: Global Aftershave Lotion Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Aftershave Lotion Market Outlook by Type, 2021- 2032

Table 10: North America- Aftershave Lotion Market Outlook by Country, 2021- 2032

Table 11: Europe - Aftershave Lotion Market Outlook by Type, 2021- 2032

Table 12: Europe - Aftershave Lotion Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Aftershave Lotion Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Aftershave Lotion Market Outlook by Country, 2021- 2032

Table 15: South America- Aftershave Lotion Market Outlook by Type, 2021- 2032

Table 16: South America- Aftershave Lotion Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Aftershave Lotion Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Aftershave Lotion Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Aftershave Lotion Companies

Table 20: Product Profiles of Leading Aftershave Lotion Companies

Table 21: SWOT Profiles of Leading Aftershave Lotion Companies

## I would like to order

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