

Shaving Cream Market Size, Share, and Outlook, 2025 Report- By Type (Pre-shave Cream, Aftershave Cream), Application (Residential, Hotel, Commercial, Others), Distribution Channel (Supermarkets and Hypermarkets, Drugstores, Independent Retailers, Online, Others), and Companies, 2021-2032

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Abstracts

Shaving Cream Market Outlook

The global Shaving Cream market is expected to register a growth rate of 6.7% during the forecast period from \$17.1 Billion in 2024 to \$28.7 Billion in 2032. The Shaving Cream market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Shaving Cream segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Pre-shave Cream, Aftershave Cream), Application (Residential, Hotel, Commercial, Others), Distribution Channel (Supermarkets and Hypermarkets, Drugstores, Independent Retailers, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Shaving Cream markets.

Shaving Cream Market Insights, 2025

The shaving cream market remains a staple in men's and increasingly women's personal care routines, with steady demand driven by grooming trends and the rise of specialized skin care products. Consumers seek formulations that provide smooth, irritation-free shaving experiences, incorporating moisturizing, soothing, and

antibacterial ingredients. Natural and organic shaving creams are gaining traction, addressing sensitive skin and sustainability preferences. Innovations include brushless creams, vegan formulations, and multi-functional products combining shaving and post-shave care. The premium segment thrives on luxury scents, artisanal brands, and heritage-inspired packaging. Distribution channels include mass retailers, specialty grooming stores, salons, and e-commerce, where subscription models also enhance customer loyalty. The market benefits from rising interest in male grooming and the growing acceptance of home grooming post-pandemic.

Five Trends that will define global Shaving Cream market in 2025 and Beyond

A closer look at the multi-million global market for Shaving Cream identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Shaving Cream companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Shaving Cream industry?

The Shaving Cream sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Shaving Cream Market Segment Insights

The Shaving Cream industry presents strong offers across categories. The analytical report offers forecasts of Shaving Cream industry performance across segments and countries. Key segments in the industry include By Type (Pre-shave Cream, Aftershave Cream), Application (Residential, Hotel, Commercial, Others), Distribution Channel (Supermarkets and Hypermarkets, Drugstores, Independent Retailers, Online, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for

Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Shaving Cream market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Shaving Cream industry ecosystem. It assists decision-makers in evaluating global Shaving Cream market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Shaving Cream industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Shaving Cream Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Shaving Cream Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Shaving Cream with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes

the market outlook. The report analyses the key Shaving Cream market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Shaving Cream market Insights Executives are most excited about opportunities for the US Shaving Cream industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Shaving Cream companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Shaving Cream market.

Latin American Shaving Cream market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Shaving Cream Markets New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Shaving Cream markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Shaving Cream markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Shaving Cream companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include The Gillette Company LLC, Beiersdorf AG, Unilever PLC, L'Oréal S.A., Colgate-Palmolive Company, Energizer Holdings, Inc., Godrej Consumer Products Limited, Johnson and Johnson, Perio, Inc., Super-Max FZE, Taylor of Old Bond Street Limited.

Shaving Cream Market Scope

Leading Segments

By Type

Pre-shave Cream

Aftershave Cream

By Application

Residential

Hotel

Commercial

Others

By Distribution Channel

Supermarkets and Hypermarkets

Drugstores

Independent Retailers

Online

Others

Leading Companies

The Gillette Company LLC

Beiersdorf AG

Unilever PLC

L'Oréal S.A.

Colgate-Palmolive Company

Energizer Holdings, Inc.

Godrej Consumer Products Limited

Johnson and Johnson

Perio, Inc.

Super-Max FZE

Taylor of Old Bond Street Limited

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Shaving Cream Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Shaving Cream Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL SHAVING CREAM MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Shaving Cream Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. SHAVING CREAM MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Pre-shave Cream

Aftershave Cream

By Application

Residential

Hotel

Commercial

Others

By Distribution Channel

Supermarkets and Hypermarkets

Drugstores

Independent Retailers

Online

Others

6. GLOBAL SHAVING CREAM MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

6. NORTH AMERICA SHAVING CREAM MARKET SIZE OUTLOOK

- 6.1 Key Market Statistics, 2024
- 6.2 North America Shaving Cream Market Trends and Growth Opportunities
 - 6.2.1 North America Shaving Cream Market Outlook by Type
 - 6.2.2 North America Shaving Cream Market Outlook by Application
- 6.3 North America Shaving Cream Market Outlook by Country
 - 6.3.1 The US Shaving Cream Market Outlook, 2021- 2032
 - 6.3.2 Canada Shaving Cream Market Outlook, 2021- 2032
 - 6.3.3 Mexico Shaving Cream Market Outlook, 2021- 2032

7. EUROPE SHAVING CREAM MARKET SIZE OUTLOOK

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Shaving Cream Market Trends and Growth Opportunities
 - 7.2.1 Europe Shaving Cream Market Outlook by Type
 - 7.2.2 Europe Shaving Cream Market Outlook by Application
- 7.3 Europe Shaving Cream Market Outlook by Country
 - 7.3.2 Germany Shaving Cream Market Outlook, 2021- 2032
 - 7.3.3 France Shaving Cream Market Outlook, 2021- 2032
 - 7.3.4 The UK Shaving Cream Market Outlook, 2021- 2032
 - 7.3.5 Spain Shaving Cream Market Outlook, 2021- 2032
 - 7.3.6 Italy Shaving Cream Market Outlook, 2021- 2032
 - 7.3.7 Russia Shaving Cream Market Outlook, 2021- 2032
 - 7.3.8 Rest of Europe Shaving Cream Market Outlook, 2021- 2032

8. ASIA PACIFIC SHAVING CREAM MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Shaving Cream Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Shaving Cream Market Outlook by Type
 - 8.2.2 Asia Pacific Shaving Cream Market Outlook by Application
- 8.3 Asia Pacific Shaving Cream Market Outlook by Country
 - 8.3.1 China Shaving Cream Market Outlook, 2021- 2032
 - 8.3.2 India Shaving Cream Market Outlook, 2021- 2032
 - 8.3.3 Japan Shaving Cream Market Outlook, 2021- 2032
 - 8.3.4 South Korea Shaving Cream Market Outlook, 2021- 2032
 - 8.3.5 Australia Shaving Cream Market Outlook, 2021- 2032
 - 8.3.6 South East Asia Shaving Cream Market Outlook, 2021- 2032
 - 8.3.7 Rest of Asia Pacific Shaving Cream Market Outlook, 2021- 2032

9. SOUTH AMERICA SHAVING CREAM MARKET SIZE OUTLOOK

9.1 Key Market Statistics, 2024

9.2 South America Shaving Cream Market Trends and Growth Opportunities

9.2.1 South America Shaving Cream Market Outlook by Type

9.2.2 South America Shaving Cream Market Outlook by Application

9.3 South America Shaving Cream Market Outlook by Country

9.3.1 Brazil Shaving Cream Market Outlook, 2021- 2032

9.3.2 Argentina Shaving Cream Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America Shaving Cream Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA SHAVING CREAM MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Shaving Cream Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Shaving Cream Market Outlook by Type

10.2.2 Middle East and Africa Shaving Cream Market Outlook by Application

10.3 Middle East and Africa Shaving Cream Market Outlook by Country

10.3.1 Saudi Arabia Shaving Cream Market Outlook, 2021- 2032

10.3.2 The UAE Shaving Cream Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Shaving Cream Market Outlook, 2021- 2032

10.3.4 South Africa Shaving Cream Market Outlook, 2021- 2032

10.3.5 Egypt Shaving Cream Market Outlook, 2021- 2032

10.3.6 Rest of Africa Shaving Cream Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

The Gillette Company LLC

Beiersdorf AG

Unilever PLC

L'Oréal S.A.

Colgate-Palmolive Company

Energizer Holdings, Inc.

Godrej Consumer Products Limited

Johnson and Johnson

Perio, Inc.

Super-Max FZE

Taylor of Old Bond Street Limited

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

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