

Asia-Pacific Beard Grooming Products Market Forecast 2023-2032

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Report description:

KEY FINDINGS

The Asia-Pacific beard grooming products market is anticipated to register a CAGR of 7.77% between the projection period, 2023 to 2032. Some of the top factors facilitating the market growth of the region include the surging trend of male grooming products in developing nations as well as the rise in the number of unisex and male-specific grooming salons in urban cities.

MARKET INSIGHTS

The Asia-Pacific beard grooming products market growth analysis includes the assessment of China, Japan, India, South Korea, Indonesia, Thailand, Australia & New Zealand, and Rest of Asia-Pacific. In South Korea, brands such as Rockwell, Bull Dog, and Every Man Jack offer a range of beard care products, including beard oils, conditioners, and shampoos, available through popular e-commerce platforms like Biovea, a trusted source for beard care in the nation. Other brands like Simply Great and Bossman provide their offerings through ubuy.com, often accompanied by timely promotions and discounts. Furthermore, global players like Viking Revolution and Prophet and Tools also cater to niche demands within the country.

However, it is essential to note that the culture of beard grooming in South Korea is less prevalent, primarily influenced by social and professional norms. In several Korean workplaces, sporting a beard is perceived as 'unhygienic' and 'untidy.' As a result, the demand for beard care products in South Korea remains niche when compared to the broader male grooming and cosmetics industry. The majority of men in the country maintain a clean-shaven look and do not typically opt for growing a beard. Hence, the aforementioned factors are set to influence the overall growth of the beard grooming products market in the Asia-Pacific during the forecast period.

COMPETITIVE INSIGHTS

The top enterprises operating in the market are The Man Company, Beardo, Wahl Clipper Corporation, etc.

Our report offerings include:

- Explore key findings of the overall market
- Strategic breakdown of market dynamics (Drivers, Restraints, Opportunities, Challenges)
- Market forecasts for a minimum of 9 years, along with 3 years of historical data for all segments, sub-segments, and regions
- Market Segmentation caters to a thorough assessment of key segments with their market estimations
- Geographical Analysis: Assessments of the mentioned regions and country-level segments with their market share
- Key analytics: Porter's Five Forces Analysis, Vendor Landscape, Opportunity Matrix, Key Buying Criteria, etc.
- The competitive landscape is the theoretical explanation of the key companies based on factors, market share, etc.

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- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

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