

Europe Beard Grooming Products Market Forecast 2023-2032

Market Report | 2023-09-15 | 159 pages | Inkwood Research

AVAILABLE LICENSES:

- Single User Price \$1600.00
- Global Site License \$2200.00

Report description:

KEY FINDINGS

The Europe beard grooming products market is predicted to register a CAGR of 7.34% during the forecast years of 2023 to 2032. Some of the major factors augmenting the market growth of the region include the increasing adoption of products like wax, oils, and shampoos, coupled with the high per capita income as well as the awareness among men regarding male grooming.

MARKET INSIGHTS

The Europe beard grooming products market growth evaluation constitutes the study of the United Kingdom, Germany, France, Italy, Spain, Poland, and Rest of Europe. Men in Italy are more inclined toward the rugged beard look, thereby embracing a more casual and scruffy appearance. Notably, Italian millennials are placing increased importance on their grooming, depicting a willingness to invest more in men's grooming services offered at various salons.

Furthermore, in Italy, the most effective distribution channels for personalized beard care products are direct sales and specialty stores. Tech-savvy millennials are also expected to contribute significantly to the online sales segment. A significant brand capitalizing on this trend is the 'Italian Beard Company,' which promotes its range through official online platforms as well as offline outlets like departmental and specialty stores across the country. Moreover, their product line includes waxes, oils, and balms. Hence, the abovementioned factors are evaluated to propel the beard grooming products market growth in Europe during the forecast years.

COMPETITIVE INSIGHTS

Some of the leading firms operating in the market include Philips, The Brighton Beard Company, L'oreal SA, 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.
- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

TABLE OF CONTENTS

1. RESEARCH SCOPE & METHODOLOGY

1.1. STUDY OBJECTIVES

1.2. METHODOLOGY

1.3. ASSUMPTIONS & LIMITATIONS

2. EXECUTIVE SUMMARY

2.1. MARKET SIZE & ESTIMATES

2.2. MARKET OVERVIEW

2.3. SCOPE OF STUDY

2.4. CRISIS SCENARIO ANALYSIS

2.5. MAJOR MARKET FINDINGS

2.5.1. PREMIUMIZATION IS DRIVING MARKET DEVELOPMENT

2.5.2. IMPORTANT ROLE OF SOCIAL MEDIA INFLUENCERS IN MARKETING CAMPAIGNS

2.5.3. GROWING NUMBER OF COMPANIES ARE ESTABLISHING PARTNERSHIPS WITH SALONS AND BARBERSHOPS

3. MARKET DYNAMICS

3.1. KEY DRIVERS

3.1.1. RISING EMPHASIS ON PERSONAL GROOMING AMONG MEN

3.1.2. GROWING SOCIETAL EXPECTATIONS OF PHYSICAL ATTRACTIVENESS

3.1.3. INCREASE IN PRODUCT INNOVATIONS

3.1.4. RISING NUMBER OF MIDDLE-CLASS CONSUMERS PURCHASING PERSONAL CARE PRODUCTS

3.2. KEY RESTRAINTS

3.2.1. CONCERNS REGARDING COUNTERFEIT PRODUCTS

3.2.2. AVAILABILITY OF CHEAPER SUBSTITUTES

4. KEY ANALYTICS

4.1. KEY MARKET TRENDS

4.2. PORTER'S FIVE FORCES ANALYSIS

4.2.1. BUYERS POWER

4.2.2. SUPPLIERS POWER

4.2.3. SUBSTITUTION

4.2.4. NEW ENTRANTS

4.2.5. INDUSTRY RIVALRY

4.3. GROWTH PROSPECT MAPPING

4.4. MARKET CONCENTRATION ANALYSIS

4.5. KEY BUYING CRITERIA

4.5.1. BRAND REPUTATION AND TRUST

4.5.2. INGREDIENTS AND FORMULATIONS

4.5.3. SKIN SENSITIVITY

4.5.4. COST

5. MARKET BY PRODUCT TYPE

5.1. BEARD OIL AND SERUM

5.2. CREAM AND BALM

5.3. BEARD SHAMPOO AND CONDITIONERS

5.4. EQUIPMENT AND ACCESSORIES

5.5. WAXES

5.6. OTHER PRODUCT TYPES

6. MARKET BY DISTRIBUTION CHANNEL

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.1. HYPERMARKET/SUPERMARKET
- 6.2. SPECIALTY STORE
- 6.3. ONLINE STORE
- 6.4. OTHER DISTRIBUTION CHANNELS
- 7. MARKET BY AGE GROUP
 - 7.1. 18?29 YEARS
 - 7.2. 30-50 YEARS
 - 7.3. 50+ YEARS
- 8. MARKET BY END USE
 - 8.1. PERSONAL
 - 8.2. COMMERCIAL
- 9. GEOGRAPHICAL ANALYSIS
 - 9.1. EUROPE
 - 9.1.1. MARKET SIZE & ESTIMATES
 - 9.1.2. EUROPE BEARD GROOMING PRODUCTS MARKET DRIVERS
 - 9.1.3. EUROPE BEARD GROOMING PRODUCTS MARKET CHALLENGES
 - 9.1.4. KEY PLAYERS IN EUROPE BEARD GROOMING PRODUCTS MARKET
 - 9.1.5. COUNTRY ANALYSIS
 - 9.1.5.1. UNITED KINGDOM
 - 9.1.5.1.1. UNITED KINGDOM BEARD GROOMING PRODUCTS MARKET SIZE & OPPORTUNITIES
 - 9.1.5.2. GERMANY
 - 9.1.5.2.1. GERMANY BEARD GROOMING PRODUCTS MARKET SIZE & OPPORTUNITIES
 - 9.1.5.3. FRANCE
 - 9.1.5.3.1. FRANCE BEARD GROOMING PRODUCTS MARKET SIZE & OPPORTUNITIES
 - 9.1.5.4. ITALY
 - 9.1.5.4.1. ITALY BEARD GROOMING PRODUCTS MARKET SIZE & OPPORTUNITIES
 - 9.1.5.5. SPAIN
 - 9.1.5.5.1. SPAIN BEARD GROOMING PRODUCTS MARKET SIZE & OPPORTUNITIES
 - 9.1.5.6. POLAND
 - 9.1.5.6.1. POLAND BEARD GROOMING PRODUCTS MARKET SIZE & OPPORTUNITIES
 - 9.1.5.7. REST OF EUROPE
 - 9.1.5.7.1. REST OF EUROPE BEARD GROOMING PRODUCTS MARKET SIZE & OPPORTUNITIES
- 10. COMPETITIVE LANDSCAPE
 - 10.1. KEY STRATEGIC DEVELOPMENTS
 - 10.1.1. MERGERS & ACQUISITIONS
 - 10.1.2. PRODUCT LAUNCHES & DEVELOPMENTS
 - 10.1.3. PARTNERSHIPS & AGREEMENTS
 - 10.1.4. BUSINESS EXPANSIONS & DIVESTITURES
 - 10.2. COMPANY PROFILES
 - 10.2.1. BEIERSDORF AG
 - 10.2.1.1. COMPANY OVERVIEW
 - 10.2.1.2. PRODUCTS / SERVICES LIST
 - 10.2.1.3. STRENGTHS & CHALLENGES
 - 10.2.2. BULL DOG
 - 10.2.2.1. COMPANY OVERVIEW
 - 10.2.2.2. PRODUCTS / SERVICES LIST
 - 10.2.3. KIEHL'S

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 10.2.3.1. COMPANY OVERVIEW
- 10.2.3.2. PRODUCTS / SERVICES LIST
- 10.2.4. LE LABO
 - 10.2.4.1. COMPANY OVERVIEW
 - 10.2.4.2. PRODUCTS / SERVICES LIST
- 10.2.5. L'OREAL SA
 - 10.2.5.1. COMPANY OVERVIEW
 - 10.2.5.2. PRODUCTS / SERVICES LIST
 - 10.2.5.3. STRENGTHS & CHALLENGES
- 10.2.6. MR NATTY
 - 10.2.6.1. COMPANY OVERVIEW
 - 10.2.6.2. PRODUCTS / SERVICES LIST
- 10.2.7. PANASONIC CORPORATION
 - 10.2.7.1. COMPANY OVERVIEW
 - 10.2.7.2. PRODUCTS / SERVICES LIST
 - 10.2.7.3. STRENGTHS & CHALLENGES
- 10.2.8. PHILIPS
 - 10.2.8.1. COMPANY OVERVIEW
 - 10.2.8.2. PRODUCTS / SERVICES LIST
 - 10.2.8.3. STRENGTHS & CHALLENGES
- 10.2.9. PROCTER & GAMBLE
 - 10.2.9.1. COMPANY OVERVIEW
 - 10.2.9.2. PRODUCTS / SERVICES LIST
 - 10.2.9.3. STRENGTHS & CHALLENGES
- 10.2.10. PRORASO
 - 10.2.10.1. COMPANY OVERVIEW
 - 10.2.10.2. PRODUCTS / SERVICES LIST
- 10.2.11. REUZEL
 - 10.2.11.1. COMPANY OVERVIEW
 - 10.2.11.2. PRODUCTS / SERVICES LIST
- 10.2.12. THE BRIGHTON BEARD COMPANY
 - 10.2.12.1. COMPANY OVERVIEW
 - 10.2.12.2. PRODUCTS / SERVICES LIST
- 10.2.13. UNILEVER
 - 10.2.13.1. COMPANY OVERVIEW
 - 10.2.13.2. PRODUCTS / SERVICES LIST
 - 10.2.13.3. STRENGTHS & CHALLENGES
- 10.2.14. VIKING BEARD STUFF
 - 10.2.14.1. COMPANY OVERVIEW
 - 10.2.14.2. PRODUCTS / SERVICES LIST
- 10.2.15. WAHL CLIPPER CORPORATION
 - 10.2.15.1. COMPANY OVERVIEW
 - 10.2.15.2. PRODUCTS / SERVICES LIST
 - 10.2.15.3. STRENGTHS & CHALLENGES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Europe Beard Grooming Products Market Forecast 2023-2032

Market Report | 2023-09-15 | 159 pages | Inkwood Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Price	\$1600.00
	Global Site License	\$2200.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-18"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com