

Hong Kong Men's Personal Care Products Market Research Report Forecast to 2030

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Market Overview

The Hong Kong Men's Personal Care Products market is projected to witness significant growth during the review period, exhibiting a CAGR of 5.08% during the forecast period. The market was estimated to be USD 728.32 million in 2022 and is expected to reach a value of USD 1,077.67 million by the end of the forecast period (2023-2030).

The growing demand for self-grooming products such as sunscreen, moisturizers, shaving cream, deodorant, and many more coupled with the increased benefits associated with its usage is likely to boost its market growth in the upcoming years. As a part of this, keratin, elastin, and other important skin proteins are shielded by sunscreen. These proteins maintain the skin's health, radiance, and protection.

Furthermore, the rapid growth in multifunctional personal care products owing to the various benefits associated with their usage is another factor boosting its market growth. As a part of this, convenience is one of the main advantages of using multipurpose skin care products. Customers may solve multiple skin issues with a single product, which helps them save both time and money. Customers can pack fewer goods while traveling with multipurpose skin care products without sacrificing their skin care regimen. These products are frequently made with nutritious substances that offer the skin several advantages. Apart from this, the influence of social media and innovative marketing strategies may serve as an opportunity for market growth. However, the volatility in raw material prices may serve as a challenge to its market growth.

Market Segmentation

Based on product type, the Hong Kong men's personal care products market has been segmented into skin care, hair care, personal grooming, and oral care.

The Hong Kong men's personal care products market based on category has been segmented into organic and conventional. Based on age group, the Hong Kong men's personal care products market has been bifurcated into Gen X, Gen Z, millennials, and baby boomers. Based on price, the Hong Kong men's personal care products market has been classified into economy and premium. Based on distribution channel, the Hong Kong men's personal care products market has been classified into supermarkets & hypermarkets, specialty stores, convenience stores, and online.

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Major Players

Unilever, P & G, L'Oréal Paris, Beiersdorf, Revlon, Kao Corporation, and Edgewell, are the players dominating the global market.

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