

Global Wet Shave Market Report and Forecast 2024-2032

Market Report | 2023-12-11 | 220 pages | EMR Inc.

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Report description:

Global Wet Shave Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global wet shave market grew substantially in 2023. Aided by the re-emergence of traditional shaving practices and the widespread appeal for a closer and more luxurious shaving experience, the market is projected to further grow at a CAGR of 9% between 2024 and 2032.

Wet shaving, a time-honoured method, involves the use of water, a quality shaving brush, shaving soap or cream, and a safety or straight razor. This technique, contrary to dry shaving with electric razors, offers a closer and smoother shave, minimising the risk of skin irritations, razor burns, and ingrown hairs. The ritualistic nature of wet shaving also appeals to those who appreciate the art of grooming, transforming a mundane chore into a meditative and indulgent experience.

The global wet shave market growth can be attributed to various driving factors. One primary factor is the ever-growing consumer desire for sustainable and eco-friendly products. Traditional wet shaving methods use products that are typically more environmentally friendly than disposable razors and cartridges, leading to less waste. Furthermore, with rising awareness about personal grooming and self-care, consumers are leaning towards products and routines that promise superior results and holistic experiences.

In addition to environmental and quality factors, the vintage revival across various sectors, from fashion to interior design, plays a pivotal role in bolstering the wet shave market demand. The classic and timeless appeal of wet shaving tools, such as safety razors, straight razors, and luxurious shaving brushes, not only offer functionality but also serve as statement pieces in one's grooming kit.

Moreover, the cosmetic and grooming industries have acknowledged the potential of the wet shave market, leading to a proliferation of artisanal and premium products. These range from handcrafted shaving brushes made of silvertip badger hair to shaving soaps infused with essential oils, catering to the sophisticated tastes of modern consumers. As wet shaving is often seen as a luxury, it has led to the emergence of niche barbershops offering premium wet shave services, further solidifying its place in the grooming sector.

Furthermore, the wet shave community has grown exponentially, both online and offline. Online forums, YouTube channels, and social media groups dedicated to wet shaving techniques, product reviews, and tutorials have fostered a sense of community and

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camaraderie among enthusiasts worldwide. This digital evolution has significantly impacted the wet shave market outlook by increasing product awareness and promoting the advantages of a quality wet shave.

Another significant development impacting the wet shave market is the incorporation of technology and innovation. Companies are now harnessing the power of technology to design ergonomic handles, precision blades, and advanced formulations for shaving creams and soaps that ensure a seamless and enjoyable shaving experience. These innovations, while retaining the essence of traditional wet shaving, cater to the needs of the modern consumer.

Market Segmentation

The market can be divided based on gender type, product, distribution channel, and region.

Market Breakup by Gender Type

- Male
- Female

Market Breakup by Product

- Razor Cartridges
- Blades
- Disposable Razors
- Non-disposable Razors
- Shaving Lotions and Creams
- Others

Market Breakup by Distribution Channel

- Hypermarkets
- Supermarkets
- Independent Retailers
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global wet shave market. Some of the major players explored in the report by Expert Market Research are as follows:

- Dollar Shave Club, Inc.
- The Procter & Gamble Company
- Edgewell Personal Care Company
- Edwin Jagger Limited
- Godrej Consumer Products Limited
- D.R. Harris & Co. Ltd
- Taylor of Old Bond Street, Ltd.
- Others

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