

Shaving cream Market By End User (Men, Women), By Price Point (Low, Medium, High), By Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, Online Sales Channel, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2024-03-01 | 200 pages | Allied Market Research

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Report description:

The global shaving cream market was valued at \$15,815.4 million in 2022, and is projected to reach \$35,359.9 million by 2032, registering a CAGR of 8.7% from 2023 to 2032.

A necessary shaving accessory that improves the shaving experience is shaving cream. It's multifunctional, but its main functions are to moisturize the face and soften facial hair, which makes shaving more comfortable and effortless. With less contact between the skin and the razor thanks to the cream's rich texture, there is less possibility of cuts and discomfort. In order to further reduce soreness after shaving, several formulas additionally include calming substances like chamomile or aloe vera. A pleasant aroma is easily created while grooming with some scented products. Shaving cream is still an essential product to have a smooth, comfortable shave, regardless of whether it is in the form of a modern gel or a classic lathering form.

The shaving cream market is analyzed on the basis of end user, price point, distribution channel, and region. On the basis of end user, the market is bifurcated into men and women. On the basis of price point, the shaving cream market is divided into low, medium, and high. On the basis of distribution channel, the market is bifurcated into hypermarkets & supermarkets, specialty stores, online sales channel, and others. On the basis of region, it is studied across North America, Europe, Asia-Pacific, Middle East and Africa, and Latin America.

The market for shaving cream is a dynamic and evolving segment of the personal care sector that serves the demands of both men and women in terms of grooming. Shaving cream, sometimes referred to as shaving foam or shaving gel, is an essential part of peoples' everyday personal hygiene regimens since it lubricates and protects the skin when shaving. Increasing awareness of skin health, technology improvements, and changing customer preferences have all contributed to substantial changes in this sector in recent years.

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The growing focus on grooming and appearance is one of the key factors propelling the market for shaving cream. A well-groomed and neat appearance is highly valued by societal norms; thus, people are devoting more time and resources to their grooming regimens. In this respect, shaving cream is an essential product that guarantees a smooth and comfortable shave while lowering the possibility of razor burns and skin irritation.

A large variety of products that appeal to various skin types and preferences describe the market. Due to their practicality and simplicity of use, traditional shaving creams which are frequently offered in aerosol cans continue to be widely used. On the other hand, novel formulations like gels and creams enhanced with vitamins, natural extracts, and moisturizing agents are becoming more popular. These formulations suit the changing needs of customers who place a high priority on skin health by offering additional skincare advantages in addition to excellent lubrication.

Shaving cream sales have been impacted by the gender-neutral approach to grooming products. Gender-neutral or unisex shaving creams are becoming more widely available and marketed, although men have historically been the main target market for shaving products. The realization that grooming is not gender-specific and a larger cultural trend towards inclusivity is reflected in this evolution.

The shaving cream market has been significantly shaped by developments in technology. Eco-friendly materials and airless dispensers are examples of innovative packaging ideas that are becoming more popular. The industry is expanding as a result of the development of sophisticated formulas that use novel components including shea butter, chamomile, and aloe vera. More customers are looking for solutions that protect and nourish their skin in addition to providing a precise shave.

Concerns about environmental sustainability are growing, which has led numerous companies to look at eco-friendly packaging and formulation options. Waterless shaving creams, which eliminate away with the need for water for shaving, are becoming increasingly popular as consumer demand for eco-friendly and convenient products rises.

The growth of online shopping has also changed the ways that shaving cream is distributed. Online shopping sites provide customers with a practical means of browsing and buying an extensive range of shaving supplies. Many companies are enjoying success with the direct-to-consumer approach, which enables them to build stronger bonds with clients, get feedback, and customize products to meet niche markets.

In order to accommodate customers' shifting priorities and preferences, the shaving cream market is transforming. Shaving creams will likely remain a crucial component of everyday grooming routines for years to come as long as grooming habits and technology continue to change. This will likely lead to additional innovation in the market in terms of formulas, packaging, and sustainability.

The key players operating in the shaving cream market have adopted partnership, acquisition, investment, and business expansion as their key strategies to expand their market share, increase profitability, and remain competitive in the market. The major players operating in the Shaving cream market are Procter & Gamble (P&G) - Gillette, Unilever - Dove, Axe, Edgewell Personal Care - Edge, Skintimate, Colgate-Palmolive - Colgate Shaving Cream, The Art of Shaving, Pacific Shaving Company, Cremo Company, Barbasol, Proraso, and Nivea (Beiersdorf).

Key Benefits for Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the shaving cream market analysis from 2022 to 2032 to identify the prevailing shaving cream market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the shaving cream market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global shaving cream market trends, key players, market segments, application areas, and market growth strategies.

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- Additional country or region analysis- market size and forecast
- Average Selling Price Analysis / Price Point Analysis
- Brands Share Analysis
- Criss-cross segment analysis- market size and forecast
- Expanded list for Company Profiles
- Historic market data

Key Market Segments

By End User

- Men
- Women

By Price Point

- Medium
- High
- Low

By Distribution Channel

- Hypermarkets and Supermarkets
- Specialty Stores
- Online Sales Channel
- Others

By Region

- North America

? U.S.

? Canada

? Mexico

- Europe

? UK

? Germany

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- ? South Korea
- ? Asean
- ? Rest of Asia-Pacific
- Latin America
- ? Brazil
- ? Argentina
- ? Chile
- ? Rest of Latin America
- Middle East and Africa
- ? Saudi Arabia
- ? South Africa
- ? United Arab Emirates
- ? Rest of Middle East And Africa
- Key Market Players
- ? ArtNaturals
- ? Barbasol
- ? BAXTER OF CALIFORNIA
- ? Beiersdorf AG (Nivea)
- ? Billy Jealousy
- ? bulldog skincare for men
- ? Captain's Choice
- ? Colgate-Palmolive Company (Softsoap)
- ? Cremo Company, LLC
- ? Dollar Shave Club

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