

Global Male Toiletries Market Assessment, By Category [Skin Care, Hair Care & Styling, Shaving & Beard Care, Bath & Body, Fragrances, Oral Care, Others], By Range [Mass, Premium], By Distribution Channel [Online; Offline-Supermarkets/Hypermarkets, Pharmacy & Drug Stores, Specialty Stores, Departmental Stores, Others], By Region, Opportunities, and Forecast, 2016-2030F

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Report description:

Global male toiletries market size was estimated at USD 27.6 billion in 2022 and is projected to reach USD 38.06 billion by 2030, growing at a CAGR of 4.1% from 2023 to 2030. The evolving perceptions of traditional masculinity, influenced by the emergence of the metrosexual man and the growing impact of celebrities and influencers, have led to a shift in attitudes. Consequently, men are increasingly investing more money in grooming products. Additionally, the rise in men's salons is driving up demand for male toiletries on a global scale. In addition, some industry players are creating brand-new electrical products like shavers and razors by incorporating distinctive performance qualities based on cutting-edge technology. From basic blades to body groomers and electric shavers, their product line has expanded, helping to accelerate market growth. Leading companies are investing in marketing initiatives and promoting their goods on social media platforms like Facebook, Instagram, and Twitter. The market for men's grooming products is seeing the entry of new players as well, as demand for natural and organic products rises.

The traditional emphasis on shaving has given way to a broader perspective on personal care in men's grooming products around the world in recent years. For example, shifts in consumer preferences toward a well-groomed beard as opposed to a clean-shaven look are altering shaving habits. This change in preference is subsequently contributing to increased sales of beard wax, beard fixers, and shaving creams. As a result, market participants are taking consumers' needs into account and designing products accordingly. For instance, in October 2021, a new product, GilletteLabs with Exfoliating Bar, was introduced by Gillette- a brand by The Procter & Gamble Company. This new razor claimed to prepare the skin for a close shave by removing dirt and debris before the blades passed, and it was as simple and quick to use as washing the face. The same was done by incorporating

an exfoliating bar into the handle .

Growing Demand for Men's Grooming Products with Clean Labels and No Chemicals

Demand for natural, clean-label, and organic products has grown in the market for male toiletries products as a result of growing consumer awareness of the adverse effects of some chemical compounds commonly used in grooming products, such as shaving creams. Increasingly, a significant portion of men favour chemical-free natural grooming products. There has been an increase in demand for grooming products that are safe, all-natural, organic, and free of animal testing in recent years. In July 2021 , JASON, a brand of the Hain Celestial Group (a top manufacturer of natural and organic products), released a men's line with three collections: Refreshing (for all skin and hair types), Calming (for sensitive skin and dandruff) and Hydrating (for dry skin and hair). Body wash, 2-in-1 shampoo and conditioner, deodorant, facial moisturiser, and after-shave balm were all included in each set. The premiumization of organic men's grooming products has led to their high price, which has raised the significance of clean-label substances. Market participants are actively promoting their products through various means.

Government Regulations/Initiatives

Governments worldwide typically have regulatory bodies responsible for overseeing the safety, labelling, and marketing of cosmetic products, including toiletries. Authorities may regulate certain ingredients used in toiletries to protect consumer health. For example, they may prohibit or restrict the use of certain chemicals known to be harmful or require manufacturers to disclose the ingredients on product labels. Manufacturers of male toiletries must comply with these regulations to provide accurate information to consumers and prevent false or misleading claims. Various international organizations, such as the International Cooperation on Cosmetics Regulation (ICCR), work towards harmonizing regulations and standards related to cosmetics.

Harmonization efforts aim to facilitate international trade while ensuring consumer safety.

Asia-Pacific Expected to be the Fastest-Growing Market

Asia-Pacific is one of the largest and fastest-growing markets for male toiletries. Male consumers across the region are spending more money than ever to feel and look amazing, boost their self-confidence, and play around with their sense of identity. Several factors contribute to this region's significant presence in the male toiletries market. Exposure to western lifestyles and media has influenced men's grooming habits in the region. Men are increasingly adopting grooming practices and seeking male-specific toiletries, propelling the market growth. For instance, BTS, a South Korean boy band, has endorsed Korean skin care and cosmetics brands and has launched pop-up shops that fuse music, fashion, and lifestyle in places like Bangkok, Singapore, and Taipei. The BTS boys have incredible influencer appeal in Asia. The convenience of online shopping, along with competitive pricing and product variety, has contributed to the expansion of the market. The online male market is accepting new male-centric brands and focused brand extensions while combining skin, body, and hair care goods with perfumes and grooming equipment. Many international brands have recognized the potential in the Asia-Pacific market and have tailored their product offerings to suit the preferences and specific needs of Asian men. Targeting metrosexual males who are willing to invest more in their personal branding, advertising campaigns are also breaking taboos. Furthermore, the market for skin-friendly shaving creams, genderless face care products, hair dyes, tonics, and scents is poised for expansion.

Changing Societal Norms and Attitudes

The male toiletries market is significantly influenced by shifting societal norms and attitudes, highlighting the pivotal role these changes play in shaping various aspects of our lives. Traditionally, grooming and personal care were often associated with femininity. However, in recent years, there has been a broader acceptance of men engaging in grooming practices as a means of self-care and self-expression. This cultural shift has opened up opportunities for the male toiletries market to cater to a growing demand from men. Society's increased focus on health and wellness has extended to male grooming. There is a growing awareness among men regarding the significance of tending to their physical appearance and overall well-being. The increasing emphasis on diversity and inclusion has led to a greater acknowledgment of different beauty standards and preferences. The male toiletries market has responded by offering a wider range of products that cater to diverse skin types, hair textures, and personal preferences. This inclusivity has attracted a more diverse consumer base and contributed to market growth. Companies and brands are competing to manufacture unique and inclusive products in the male toiletries segment focusing on men's well-being and their grooming. In April 2022 , Nivea Men, a brand of Beiersdorf AG, introduced a skin-care moisturiser made from recycled carbon dioxide. The carbon capture and utilisation (CCU) technique produced the final product. The climate care moisturiser gives a revitalising moisture boost and has a calming effect on the skin.

Impact of COVID-19

The COVID-19 pandemic had a notable impact on the male toiletries market. The market saw a rise in demand during the pandemic as men were able to take better care of themselves because they had taken a break from their routine. Consumer interest in personal care products made with natural ingredients rose because of the pandemic. Product purchases were significantly influenced by the increased demand to maintain cleanliness and sanitation at production facilities as well as the increased need to source clean materials for personal care products. Prior to the pandemic's onset, consumers were already avoiding personal care items that contained artificial substances and preservatives due to the danger of acquiring an infection. Men focused more on essential personal care products, such as skincare essentials, hair care basics, and hygiene products, while discretionary items like luxury fragrances saw a decline in demand. As vaccination efforts progress and restrictions are gradually lifted, the male toiletries market is expected to recover. The resumption of social activities, office work, and events may lead to increased demand for grooming and fragrance products.

Key Players Landscape and Outlook

The market is highly competitive, characterized by a multitude of small- and medium-sized companies, regional competitors, and prominent multinational brands like Beiersdorf AG, The Procter & Gamble Company, L'Oreal S.A., and Shiseido Co., Ltd. Regional and international players are concentrating on using organic components due to the rise in demand for natural and organic products. The primary strategies used by the top players in the market are new product innovations and expansions. Acquisitions and mergers are accelerating market expansion. For instance, in December 2021, L'Oreal S.A. declared signing a deal to purchase California-based American skincare brand, Youth to the People.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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