

Mens Intimate Hygiene Products Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Market Report | 2025-01-11 | 230 pages | Global Market Insights

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Report description:

The Global Mens Intimate Hygiene Products Market, valued at USD 13.2 billion in 2024, is projected to expand at an impressive CAGR of 8.9% from 2025 to 2034, driven by increasing awareness among men regarding the importance of personal hygiene and self-care. As men adopt more proactive approaches to personal wellness, there is a growing demand for specialized products that cater to hygiene and grooming needs. This shift is further amplified by changing societal norms and an enhanced focus on health and wellness, with men now actively seeking products that align with their specific requirements.

Consumer preferences for natural, organic, and hypoallergenic formulations are reshaping the product landscape. The emphasis on safe, gentle, and effective solutions is driving innovation, with brands introducing formulations designed to soothe and protect sensitive areas. The surge in e-commerce and direct-to-consumer sales channels has also made these products more accessible than ever. Platforms such as online marketplaces and brand websites offer convenience, discreet purchasing, and an expansive range of options. These trends, coupled with advancements in product formulations, are poised to sustain the market's upward momentum as consumers prioritize comfort and safety in their hygiene routines.

The market is categorized into several product types, including intimate washes, wipes, deodorants and antiperspirants, moisturizers, shaving care, and others. Among these, intimate washes are leading the way, demonstrating the highest demand and revenue generation. In 2024, this segment achieved USD 3.79 billion in revenue and is expected to surge to USD 9.53 billion by 2034. Designed specifically to cleanse sensitive areas, these washes are formulated to maintain the natural pH balance of the skin, offering antibacterial, soothing, and moisturizing benefits. The hypoallergenic and chemical-free nature of many intimate washes further strengthens their appeal as consumers gravitate toward safer, skin-friendly options.

In terms of distribution, the market is segmented into online and offline channels. Offline sales dominated in 2024, accounting for 52.28% of the market share and generating USD 12.84 billion by 2034. Despite this dominance, online sales are rapidly gaining traction, fueled by the convenience and variety offered by e-commerce platforms. These platforms enable consumers to explore

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and purchase products from the comfort of their homes, with many brands now offering direct-to-consumer options that enhance accessibility and customer experience.

In the United States, the mens intimate hygiene products market was valued at USD 2.5 billion in 2024 and is forecasted to grow at a robust CAGR of 9.6% through 2034. This growth reflects a cultural shift, with men increasingly embracing grooming and hygiene as essential aspects of their lifestyle. With a rising focus on health, self-care, and specialized hygiene products, the market continues to gain momentum, reinforcing its potential for future expansion.

Table of Contents:

Report Content

Chapter 1 Methodology & Scope

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources

1.4.1 Primary

1.4.2 Secondary

1.4.2.1 Paid sources

1.4.2.2 Public sources

Chapter 2 Executive Summary

2.1 Industry 360° synopsis, 2021-2034

Chapter 3 Industry Insights

3.1 Industry ecosystem analysis

3.1.1 Factor affecting the value chain

3.1.2 Profit margin analysis

3.1.3 Disruptions

3.1.4 Future outlook

3.1.5 Manufacturers

3.1.6 Distributors

3.1.7 Retailers

3.2 Supplier Landscape

3.3 Profit margin analysis

3.4 Key news & initiatives

3.5 Regulatory landscape

3.6 Impact forces

3.6.1 Growth drivers

3.6.1.1 Increasing awareness of personal hygiene and grooming among men

3.6.1.2 Development of innovative and specialized intimate hygiene products

3.6.2 Industry pitfalls & challenges

3.6.2.1 Cultural taboos and stigma associated with the use of men's intimate hygiene products

3.6.2.2 Lack of education around the importance of intimate hygiene

3.7 Growth potential analysis

3.8 Consumer behavior analysis

3.9 Porter's analysis

3.10 PESTEL analysis

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Chapter 4 Competitive Landscape, 2024

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

Chapter 5 Market Estimates & Forecast, By Product, 2021-2034 (USD Billion) (Thousand Units)

5.1 Key trends

5.2 Intimate washes

5.3 Wipes

5.4 Deodorants & antiperspirants

5.5 Moisturizers

5.6 Shaving care

5.7 Others (anti-chafing gels, etc.)

Chapter 6 Market Estimates & Forecast, By Type, 2021-2034 (USD Billion) (Thousand Units)

6.1 Key trends

6.2 Organic

6.3 Conventional

Chapter 7 Market Estimates & Forecast, By Form 2021-2034 (USD Billion) (Thousand Units)

7.1 Key trends

7.2 Liquid

7.3 Cream

7.4 Gel

7.5 Powder

Chapter 8 Market Estimates & Forecast, By Price 2021-2034 (USD Billion) (Thousand Units)

8.1 Key trends

8.2 Low

8.3 Medium

8.4 High

Chapter 9 Market Estimates & Forecast, By Packaging 2021-2034 (USD Billion) (Thousand Units)

9.1 Key trends

9.2 Aerosols

9.3 Sticks

9.4 Roll-ons

9.5 Bottles

9.6 Tubes

9.7 Others

Chapter 10 Market Estimates & Forecast, By Age Group, 2021-2034 (USD Billion) (Thousand Units)

10.1 Key trends

10.2 Teenagers

10.3 Adults

Chapter 11 Market Estimates & Forecast, By Application, 2021-2034 (USD Billion) (Thousand Units)

11.1 Key trends

11.2 Erectile dysfunction (ED)

11.3 Post-sexual care

11.4 Sweat control and freshness

11.5 Skin condition management

11.6 Others

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Chapter 12 Market Estimates & Forecast, By Distribution Channel, 2021-2034 (USD Billion) (Thousand Units)

12.1 Key trends

12.2 Online

12.2.1 E-commerce

12.2.2 Company website

12.3 Offline

12.3.1 Supermarkets/hypermarkets

12.3.2 Retail stores

12.3.3 Specialty stores

12.3.4 Others (convenience stores, pharmacies and drugstores)

Chapter 13 Market Estimates & Forecast, By Region, 2021-2034 (USD Billion) (Thousand Units)

13.1 Key trends

13.2 North America

13.2.1 US

13.2.2 Canada

13.3 Europe

13.3.1 UK

13.3.2 Germany

13.3.3 France

13.3.4 Italy

13.3.5 Spain

13.3.6 Russia

13.4 Asia Pacific

13.4.1 China

13.4.2 India

13.4.3 Japan

13.4.4 South Korea

13.4.5 Australia

13.5 Latin America

13.5.1 Brazil

13.5.2 Mexico

13.6 Middle East & Africa

13.6.1 South Africa

13.6.2 Saudi Arabia

13.6.3 UAE

Chapter 14 Company Profiles

14.1 Beiersdorf

14.2 Burt's Bees

14.3 Church & Dwight

14.4 Colgate Palmolive

14.5 Coty Inc.

14.6 Cremo Company

14.7 Edgewell Personal Care

14.8 Hawkins & Brimble

14.9 Kimberly-Clark

14.10 L'Oreal

14.11 Manscaped

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14.12 Procter & Gamble
14.13 Reckitt and Benckiser
14.14 The Man Company
14.15 Unilever PLC

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