

United States Men's Grooming Products Market, By Product (Skin Care, Hair Styling, Shave/Beard Care), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

Market Report | 2025-04-25 | 84 pages | TechSci Research

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Report description:

Market Overview

The United States Men's Grooming Products Market was valued at USD 50.23 Billion in 2024 and is projected to reach USD 82.78 Billion by 2030, growing at a CAGR of 8.68% during the forecast period. Growth in the market is being driven by rising awareness of male personal care, evolving grooming routines, and product innovation across categories such as skincare, haircare, beard maintenance, and fragrances. Younger demographics, particularly millennials and Gen Z, are fueling demand for premium, sustainable, and personalized grooming products. The increasing appeal of organic and natural formulations has further shifted consumer preferences. Additionally, the expansion of e-commerce, direct-to-consumer models, and subscription-based services has made grooming products more accessible, while enhancing brand engagement. Market dynamics are shaped by the presence of dominant global players alongside agile niche brands catering to specialized grooming needs, fostering a highly competitive and fast-evolving landscape.

Key Market Drivers

Growing Consumer Awareness and Changing Grooming Trends

Shifting societal perceptions and the growing influence of digital culture have made men's grooming an essential part of personal care routines in the United States. Consumers are moving beyond basic hygiene products and adopting skincare, hairstyling, and beard grooming regimens. The rise of social media influencers and endorsements from public figures has boosted the visibility of grooming practices and inspired men to invest in their appearance. This behavioral shift is especially pronounced among millennials and Gen Z, who favor quality-driven, specialized products tailored to their skin and hair needs. In response, brands are diversifying their offerings and focusing on innovation, leading to the development of unique, high-performance formulations. The increasing focus on self-care and appearance enhancement continues to drive steady demand across the men's grooming product spectrum.

Key Market Challenges

High Market Competition and Brand Saturation

The U.S. men's grooming products market is marked by intense competition and market saturation. Established multinational corporations such as Procter & Gamble, Unilever, and L'Oreal command significant market share with widespread distribution and brand recognition. At the same time, a growing number of independent and niche brands are entering the market with differentiated offerings, including organic, vegan, and performance-based solutions. This influx of competitors has led to increased pricing pressures and frequent discounting, making it difficult for new entrants to establish a strong foothold. Moreover, the crowded marketplace presents challenges in gaining visibility both in retail channels and online platforms. To succeed, companies must continuously invest in innovation, marketing, and product differentiation while maintaining competitive pricing and quality standards.

Key Market Trends

Rise of Hybrid and Multi-Functional Grooming Products

The emergence of hybrid and multi-functional grooming solutions is a prominent trend in the U.S. men's grooming market. Time-conscious consumers are increasingly opting for all-in-one products that combine the benefits of multiple grooming steps into a single formula. Popular examples include 3-in-1 shampoo, conditioner, and body washes; moisturizers with built-in SPF protection; and beard oils that double as facial moisturizers. These versatile products align with the growing preference for streamlined routines and minimalist grooming practices. They also appeal to frequent travelers and younger consumers seeking convenient yet effective personal care options. In response, brands are investing in advanced formulations and functional innovation to develop products that offer efficiency without compromising quality, driving growth in this expanding segment.

Key Market Players

- The Procter & Gamble Company
- Colgate-Palmolive Company
- Unilever PLC
- Estee Lauder Companies, Inc.
- Coty Inc.
- Baxter of California
- Shiseido Co., Ltd.
- Beiersdorf AG
- L'Oreal Groupe
- Reckitt Benckiser Group plc

Report Scope:

In this report, the United States Men's Grooming Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- United States Men's Grooming Products Market, By Product:

- o Skin Care
- o Hair Styling
- o Shave/Beard Care

- United States Men's Grooming Products Market, By Distribution Channel:

- o Online
- o Offline

- United States Men's Grooming Products Market, By Region:

- o South
- o West
- o Midwest
- o Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Men's Grooming Products Market.

Available Customizations:

United States Men's Grooming Products Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

Table of Contents:

1. Introduction
 - 1.1. Product Overview
 - 1.2. Key Highlights of the Report
 - 1.3. Market Coverage
 - 1.4. Market Segments Covered
 - 1.5. Research Tenure Considered
2. Research Methodology
 - 2.1. Methodology Landscape
 - 2.2. Objective of the Study
 - 2.3. Baseline Methodology
 - 2.4. Formulation of the Scope
 - 2.5. Assumptions and Limitations
 - 2.6. Sources of Research
 - 2.7. Approach for the Market Study
 - 2.8. Methodology Followed for Calculation of Market Size & Market Shares
 - 2.9. Forecasting Methodology
3. Executive Summary
 - 3.1. Overview of the Market
 - 3.2. Overview of Key Market Segmentations
 - 3.3. Overview of Key Market Players
 - 3.4. Overview of Key Regions
 - 3.5. Overview of Market Drivers, Challenges, and Trends
4. Voice of Customer Analysis
 - 4.1. Brand Awareness
 - 4.2. Factor Influencing Purchase Decision
5. United States Men's Grooming Products Market Outlook
 - 5.1. Market Size & Forecast
 - 5.1.1. By Value
 - 5.2. Market Share & Forecast
 - 5.2.1. By Product (Skin Care, Hair Styling, Shave/Beard Care)
 - 5.2.2. By Distribution Channel (Online, Offline)
 - 5.2.3. By Regional
 - 5.2.4. By Company (2024)
 - 5.3. Market Map
 6. United States Skin Care Grooming Products Market Outlook
 - 6.1. Market Size & Forecast
 - 6.1.1. By Value
 - 6.2. Market Share & Forecast
 - 6.2.1. By Distribution Channel

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7. United States Hair Styling Grooming Products Market Outlook
 - 7.1. Market Size & Forecast
 - 7.1.1. By Value
 - 7.2. Market Share & Forecast
 - 7.2.1. By Distribution Channel
8. United States Shave/Beard Care Grooming Products Market Outlook
 - 8.1. Market Size & Forecast
 - 8.1.1. By Value
 - 8.2. Market Share & Forecast
 - 8.2.1. By Distribution Channel
9. Market Dynamics
- 9.1. Drivers
- 9.2. Challenges
10. Market Trends & Developments
 - 10.1. Merger & Acquisition (If Any)
 - 10.2. Product Launches (If Any)
 - 10.3. Recent Developments
11. United States Economic Profile
12. Policy & Regulatory Landscape
13. Competitive Landscape
 - 13.1. Company Profiles
 - 13.1.1. The Procter & Gamble Company
 - 13.1.1.1. Business Overview
 - 13.1.1.2. Company Snapshot
 - 13.1.1.3. Products & Services
 - 13.1.1.4. Financials (As Per Availability)
 - 13.1.1.5. Key Market Focus & Geographical Presence
 - 13.1.1.6. Recent Developments
 - 13.1.1.7. Key Management Personnel
 - 13.1.2. Colgate-Palmolive Company
 - 13.1.3. Unilever PLC
 - 13.1.4. Estee Lauder Companies, Inc.
 - 13.1.5. Coty Inc.
 - 13.1.6. Baxter of California
 - 13.1.7. Shiseido Co., Ltd.
 - 13.1.8. Beiersdorf AG.
 - 13.1.9. L'Oreal Groupe
 - 13.1.10. Reckitt Benckiser Group plc
 14. Strategic Recommendations
 15. About Us & Disclaimer

United States Men's Grooming Products Market, By Product (Skin Care, Hair Styling, Shave/Beard Care), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

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