

Men's Grooming Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 110 pages | Mordor Intelligence

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Report description:

The Men's Grooming Appliances Market is expected to register a CAGR of 2.63% during the forecast period.

Personal grooming has been a new trend among the younger generation worldwide. Growing corporate culture and many working professionals have significantly contributed to the growing awareness of personal grooming. The increased focus on personal care and grooming is one of the major factors driving the men's grooming appliances market. Social media has become very influential in creating and popularizing fashion, makeup, and hairstyling trends. Hence, increasing product and brand promotions, including advertisements for men's grooming appliances on various media channels, are gaining consumers' attention.

The rise in male grooming products, supplemented by the presence of global vendors, is expected to drive the market during the forecast period. Men, while not traditionally associated with hair styling appliances, have become active consumers in recent years. With the rising trend of men using hair straighteners, there is an opportunity to design appliances specifically for the young male consumers who use them the most. Product designs with a more masculine image, such as larger hand grips and larger buttons or appliances for shorter hair, such as mini straighteners, may record growth. The players in the market have been focused on launching novel products to cater to the shifting preferences of consumers. For instance, Emjoi offers Emagine Epilator, especially for men. This device is equipped with 72 tweezers and shaving and trimming attachments, making it a multi-purpose equipment.

Men's Grooming Appliances Market Trends

Technological and Product Innovations Expected to Drive Market Growth

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The market has witnessed significant investments by key players focusing on product innovation. These new products have enhanced benefits to differentiate a company's products from others and cater to the prevailing problems associated with traditional grooming appliances and changing consumer preferences. One such example is multifunctional products. These innovations are driving the men's grooming appliances market. E-retailer companies are partnerships with electric trimmer manufacturers, which may fuel the demand for men's grooming appliances over the forecast period.

Increasing concerns related to health, body image, self-grooming, and hygiene among men are driving the market. Growing awareness about the importance of an overall personal care regime, emerging trends in fashion, and social media's influence on aesthetically appealing looks are expected to boost the market's growth. Along with technology advancements, the increasing promotions, including advertisements of men's grooming appliances in different media channels, are gaining customers' attention considerably. Rapidly changing mustache and beard trends that are featured in movies and fashion runways are considerably impacting the sales of grooming appliances. For instance, electronic shavers have emerged as an essential grooming item for men. Innovative shaver appliances with smooth blades, waterproofing, long battery life, and other features primarily drive the segment. The application of hair removal appliances is gaining popularity among men, a key driver for the epilator segment in the men's grooming appliances market.

In September 2022, Blended Razor announced the MOWTM Razor's Kickstarter launch as the Next-Generation Razor - Shaving Reimagined from the Skin Up. The MOWTM Razor claims to be a unique shaving device that combines the comfort of an electric razor with the closeness of a blade. The patented roller blade offers unmatched comfort as a substitute for messy wet shaving, with no risk of cuts, nicks, or pulls. It is a mobile shave charged through USB-C and replaceable shaving heads to maintain a clean and fresh shave.

Asia-Pacific Expected to Dominate the Market

In the Asia-Pacific region, there is an increasing demand for premium ranges of men's grooming appliances due to the increasing standards of lifestyle, coupled with the growing number of appearance-conscious consumers who believe that an unkempt, ungroomed appearance will negatively impact their chances of social and career-related success. Consequently, manufacturers are introducing new products that create an enhanced grooming experience. Among Asian men, the use of grooming appliances is high, as the consumers in the region are predominantly inclined toward a clean-shaven look and, hence, use shavers regularly. Also, the appliances offering the smoothest shaving experience are the preferred choices of consumers. Thus, the primary research focus of the manufacturers is on developing products to cater to this preference.

Moreover, cordless trimmers have been the new norm in the trimmers segment of the market, as manufacturers have been innovating their offerings and presenting trimmers with fast charge and long battery life with running times as long as 90-120 minutes. For instance, in July 2021, Philips launched its Beard Trimmer BT1000 series. The trimmer is equipped with Durapower technology, and the product features a battery charging indicator and enables single-charge powering use for up to 2-4 weeks. Most Philips products are available in the Asia-Pacific region. Philips is considered one of the major players in this region.

Men's Grooming Appliances Industry Overview

The men's grooming appliances market is highly concentrated, with global and regional players adopting varied strategies, such as mergers and acquisitions, partnerships, expansions, and product innovations, to compete with other players. Global companies such as Koninklijke Philips NV, Spectrum Brands, and P&G hold the largest shares in the men's grooming appliances market. They are implementing product innovation as the primary strategy to meet the growing competition from the new players. For instance, in June 2021, Panasonic launched the new EH-HS0E: enrich + advanced care hair straightener with a high-speed intelligent thermal sensor for flawless style, single-stroke straightening, and unique nanoe™ technology, which styles hair to perfection and helps enrich shine and smoothness of hair.

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Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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