

**Global Razor Market Assessment, By Product Type [Cartridge, Electric, Disposable, Others], By End-users [Men, Women], By Blade Type [Single-Blade, Twin-Blade, Tripe-Blade, Others], By Price Range [Economy/Mid-Range, Premium/Luxury], By Distribution Channel [Convenience Stores, Supermarkets/Hypermarkets, Online, Others], By Region, Opportunities and Forecast, 2018-2032F**

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**Report description:**

Global razor market is projected to witness a CAGR of 3.51% during the forecast period 2025-2032, growing from USD 15.01 billion in 2024 to USD 19.78 billion in 2032 due to several factors such as rising disposable income, urbanization, technology advancement, distribution channels. Moreover, this growth is fueled by mounting awareness of grooming and personal hygiene, especially among men, and by growing women's grooming segments and popular adoption of unisex grooming products. A number of drivers are fueling the growth of razor sales through e-commerce. Customers increasingly seek convenience, value, and product variety concerns that online shopping easily addresses. The digital platform facilitates easy comparison, customer review, and subscription plans, which have gained special popularity for frequent buys of blades and grooming kits. Digital channels also make it possible for brands to roll out targeted campaigns, use influencer collaborations, and collect rich user data for personalized recommendations.

For instance, in January 2025, DORCO Co., Ltd. unveiled a new line of its luxury razor brand, Seek, which combines function with fashion design as a way to be more than a grooming device.

**Advancements in Technology Driving the Global Razor Market**

With the introduction of new advanced materials such as coated blades and high-quality stainless steel which has significantly improved razor durability, sharpness, and performance, catering to consumers' demands for superior and longer-lasting products. Also, the leading manufacturers, including Procter & Gamble, have integrated cutting-edge U.S and German technologies into their production line to serve the expanding Asia-Pacific market, which demonstrates the global reach and impact of technological

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advancement in this sector. The technology has also enabled the development of more sustainable products, with brands introducing razors made from recycled materials, refillable handles, and recyclable packaging to address environmental concerns and shifting consumer values. Modern Razor now features a multi-blade design, flexible heads, and ergonomic handles, all aimed at delivering a more comfortable and precise shaving experience.

#### Rising Urbanization Driving the Global Razor Market

Rising urbanization is a key driver of the global razor market, essentially redefining consumer demand and market dynamics. The demand for razor products is directly influenced by the observable rise in awareness and emphasis on personal grooming and hygiene as more individuals migrate to urban areas. Since urban residents are more vulnerable to media, fashion, and global trends, personal grooming has become a fashionable lifestyle option among men and women. As people look for fast, simple, and convenient grooming solutions, shaving habits are increasingly becoming a part of a day's hygiene. Urbanization's link with growth in the middle class and increasing disposable income further augments the demand for luxury, high-end grooming products. Consumers in urban settings are willing and able to spend on advanced razors that offer enhanced performance, comfort, and innovation features such as multi-blade designs and skin-friendly materials.

For instance, in December 2024, Kai Retail India Pvt Ltd. launched a new product-line CAN, which is a face razor for women for the painless and effortless facial grooming.

#### Cartridge Segment is Leading the Market Share

Cartridge segment is the most significant segment, driving the global razor market. This is due to its balance of affordability, performance, and accessibility. Cartridge razors, characterized by replaceable blade cartridges attached to a reusable handle. The dominance stems from their widespread appeal across both developed and emerging markets, where consumers prioritize convenience, precision, and cost-effectiveness. With the increasing consumers preference for the cartridge razors, the players present in the market has also focus on the innovations and their design which is the contributing to the growth of Cartridge market. For instance, in January 2025, Universal Beauty Products, Inc., a manufacturer distributes its high-quality beauty and personal care products, with a focus on skin care and cosmetics, launch a new cartridge razor which is V razor with new ergonomic handle weighted for control, design for comfort and build for easy blade change.

#### North America Region Dominants the Market

In the global razor market region wise, North America dominates the market due to its unique blend of consumer trends, corporate innovation, and efficient infrastructure. Also, the region's holds a strong grooming culture, emphasizing personal appearance and hygiene, drives consistent demand for razors. High disposable income enables consumers to prioritize premium, multi-blade razors and eco-friendly options, fostering a lucrative market for advanced products. The presence of industry leaders like Gillette and Schick solidifies North America's leadership. These brands leverage decades of trust, aggressive R&D, and diverse product portfolios - from budget disposable to high-end cartridge systems- to cater to all demographics. With the rising focus on innovations, which includes ergonomics design, skin-sensitive coatings, and subscription-based delivery models, set global standards.

For instance, in October 2024, Rockwell Razors Corporation introduced its new limited edition 24K gold-plated razor on the eve of its 10th anniversary.

#### Future Market Scenario (2025 - 2032F)

-□The rise of men's grooming and beard care has expanded the market for kits and specialized razors, while the women's segments are growing rapidly with products tailored for sensitive skin and ergonomic handling.

-□The demand for value of money products remains strong in developing regions, while premium and multifunctional razors are favored in mature markets. This segmentation enables the brands to cater to a wide spectrum of consumers' expectations, from affordable disposable to high-end electric solutions.

-□The companies are investing in sustainable product development and adopting circular economic practices, such as take-back programs and partnerships for recycling used blades. In Europe, regulatory frameworks like the Single-use Plastic Directive are accelerating the shift towards eco-friendly packaging and product standards.

#### Key Players Landscape and Outlook

The competitive landscape of the global razor market features a mix of long-established leaders and disruptive new entrants. At the forefront is Procter & Gamble, whose Gillette brand continues to dominate through ongoing innovation in multi-blade systems

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and skin-sensitive designs. Edgewell Personal Care, which owns the Schick brand, has expanded its reach by tapping into subscription-based models and increasing its focus on women's grooming, highlighted by its attempted acquisition of Harry's-a rising name in the men's shaving category.

In the electric razor segment, Philips stands out by integrating smart technology into its devices, such as connectivity features and personalized shaving modes that appeal to tech-oriented users. BIC Group remains a major player in the disposable razor space, focusing on low-cost solutions while making strides toward sustainability, including the introduction of recyclable and eco-friendly handle designs. Meanwhile, newer entrants like Hanni and Leaf Shave are gaining traction among younger demographics by offering razors with sustainable materials and inclusive, gender-neutral aesthetics. These brands are also capitalizing on the growing preference for environmentally responsible grooming products. Furthermore, the rise of direct-to-consumer and subscription-based sales models is changing how razors reach consumers-offering greater convenience and helping brands build deeper customer relationships in an increasingly digital marketplace.

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