

Male Toiletries in the United States

Industry Report | 2025-08-21 | 42 pages | MarketLine

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Report description:

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Summary

Male Toiletries in the United States industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Male toiletries market includes retail sales of aftershaves & colognes, men's disposable razors & blades, post-shave cosmetics - men's, and pre-shave cosmetics - men's. The aftershaves & colognes segment consists of male fragrances specifically marketed as "eau de cologne" or "aftershave" and specifically not Eau de Toilette or Eau de Parfum. Technically, these products typically contain 2-5% aromatic compounds, which is less than either Eau de Parfum or Eau de Toilette, causing the lighter scent of Eau de Colognes & Aftershaves. Whereas men's disposable razors & blades segment consists of Gillette Fusion, Wilkinson Sword Quattro, Gillette Blue Plus Twin Blade fixed head disposable razors. It includes battery-operated razors but excludes electric razors, which can be recharged via mains electricity. Pre-shave cosmetics - men's segment includes shaving gels, foams, and oils. Post-shave cosmetics - men's segment covers post-shaving balms and lotions/gels, and other cosmetics designed to smooth and cool the skin, or lessen irritation, post-shaving. Excludes traditional "aftershaves".
- The US male toiletries market recorded revenues of \$4,737.2 million in 2024, representing a compound annual growth rate (CAGR) of 1.1% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 2.6% between 2019 and 2024, reaching a total of 308.5 million units in 2024.
- The growth of the US male toiletries market during 2019-24 is attributed to the increase in average unit prices rather than a marked rise in consumption. Elevated input costs, coupled with inflationary pressures, encouraged manufacturers to implement

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price adjustments across product categories. Also, premiumization within the grooming segment supported higher price points, particularly in razors and branded grooming essentials, where established players maintained strong pricing power.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the male toiletries market in the United States
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the male toiletries market in the United States
- Leading company profiles reveal details of key male toiletries market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the United States male toiletries market with five year forecasts

Reasons to Buy

- What was the size of the United States male toiletries market by value in 2024?
- What will be the size of the United States male toiletries market in 2029?
- What factors are affecting the strength of competition in the United States male toiletries market?
- How has the market performed over the last five years?
- What are the main segments that make up the United States's male toiletries market?

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