

# Male Grooming Products Market Report, Size, Sales, Demand, Price Trends and Forecast 2021 to 2026

*Looking forward, IMARC Group expects the market to grow at a CAGR of around 6% during 2021-2026.*

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The latest report by IMARC Group, titled "Male Grooming Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026," finds that the global [male grooming products market size](#) reached US\$ 69.8 Billion in 2020. Male grooming products help maintain the overall hygiene and physical

appearance of men. They include face creams, shaving foam, aftershave lotions, deodorants, shampoos, face masks, skin whitening solutions and cleansers. Nowadays, men are becoming more individualistic and developing their own styles. Due to this, several manufacturers are introducing exclusive male product lines, ranging from skincare essentials and anti-aging products to cosmetics.



Male Grooming Products Market

Get a sample copy of this Report: <https://www.imarcgroup.com/male-grooming-products-market/requestsampl>

As the novel coronavirus (COVID-19) crisis takes over the world, we are continuously tracking the changes in the markets, as well as the purchase behaviours of the consumers globally and our estimates about the latest market trends and forecasts are being done after considering the impact of this pandemic.

Global Male Grooming Products Market Trends:

The global male grooming products market is primarily driven by the increasing consciousness among male consumers regarding personal wellness and appearance. In addition, the changing

attitude toward traditional masculinity, coupled with the rising trend of metrosexual men, is propelling the market growth. Besides this, the increasing penetration of social media platforms, such as Facebook and Instagram, has created societal pressure, especially on the younger population, to always look good. As a result, they are relying on the growing e-commerce and online platforms to purchase from a wide variety of products. Furthermore, with the spread of the coronavirus disease (COVID-19) pandemic, many beauty salons have closed down due to social distancing and lockdown restrictions. This has resulted in men experimenting with their looks at homes, resulting in the increased sales of male grooming products and do-it-yourself (DIY) grooming kits across the globe. Looking forward, the market to grow at a CAGR of around 6% during 2021-2026.

View Full Report with TOC & List of Figure: <https://www.imarcgroup.com/male-grooming-products-market>

Competitive Landscape with Key players:

The report has also analysed the competitive landscape of the market with some of the key players being.

Procter & Gamble Company  
Unilever PLC/NV  
Edgewell Personal Care Company  
Beiersdorf AG  
L'Óreal SA  
Coty, Inc.  
Natura Cosmeticos SA (NATURA)  
PUIG  
SL  
Koninklijke Philips NV  
Panasonic Corporation

Male Grooming Products Market Segmentation:

Our report has categorized the market based on region, product, price range and distribution channel.

Breakup by Product:

Male Toiletries  
Electric Products  
After Shave Lotions  
Others

Breakup by Price Range:

Mass Products

Premium Products

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Pharmacy Stores

Online Stores

Others

Regional Insights:

North America (United States, Canada)

Europe (Germany, France, United Kingdom, Italy, Spain, Others)

Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)

Latin America (Brazil, Mexico, Others)

Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Other)

Key highlights of the report:

Market Performance (2015-2020)

Market Outlook (2021-2026)

Porter's Five Forces Analysis

Market Drivers and Success Factors

SWOT Analysis

Value Chain

Comprehensive Mapping of the Competitive Landscape

We are updating our reports, If you want latest primary and secondary data (2021-2026) with Cost Module, Business Strategy, Competitive landscape, etc. Click request free sample report, the report will be delivered to you in PDF format via email within 24 to 48 hours after the payment confirmation.

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IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological

developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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