

Men Personal Care Market Presents Strong Revenue Visibility in Near Future Booming at a CAGR of 8.6% During 2021-2030

The men personal care market analysis is done according to segmentation on the basis of type, age group, price point, distribution channel, and region.

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According to a new report published by Allied Market Research, titled, "[Men Personal Care Market](#) by Type, Age Group, Price Point, and Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2021-2030,".

The report offers an extensive analysis of changing market trends, key segments, top investment pockets, regional scenario, Porter's Five Forces, and competitive scenario.



The global men personal care market size was valued at \$124.8 billion in 2020, and is projected to reach \$276.9 billion by 2030, registering a CAGR of 8.6% from 2021 to 2030.

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Men's demand for personal care products has increased significantly as a result of major manufacturers collaborating with local players to focus on and invest in the development of innovative products”

Aniket Kadam

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Changes in corporate lifestyle, product differentiation, and surge in urbanization drive the growth of the global men personal care market. However, surge in ingredient prices and packaging costs and fatal effects of chemicals hinder the market growth. On the other hand, changes in

consumer lifestyle and penetration of online shopping present new opportunities in the coming years.

Men personal care products are non-medicinal consumable products designed for men to use for personal care and grooming. The products can be rubbed, poured, sprinkled, sprayed on, or otherwise applied to the body for cleansing, toning, moisturizing, hydrating, conditioning, massaging, coloring/decorating, soothing, deodorizing, perfuming, and styling. The men personal care market provides a wide range of products, including deodorants, shampoos, shaving gels, aftershaves, bar soaps, and moisturizing creams, at varying prices to meet the needs and purchasing power of consumers.

The men personal care market analysis is done according to segmentation on the basis of type, age group, price point, distribution channel, and region. On the basis of type, the men personal care market segment is categorized into hair care, shaving, oral care, personal cleanliness, skin care, and others. As per age group, it is divided into 18-29 years, 30-59 years, and 60 years and above. Based on price point, it is fragmented into low, medium, and high.

According to distribution channel, it is divided into hypermarkets & supermarkets, drug stores or pharmacy, mass merchandiser, departmental stores, mono-brand stores, specialty stores, and online sales channel. Region wise, the men personal care market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Based on type, the oral care segment accounted for the highest share in 2020, holding more than one-fourth of the global men personal care market, and is projected to continue its lead position during the forecast period. Moreover, this segment is estimated to witness the highest CAGR of 9.5% from 2021 to 2030. This is attributed to its frequent usage and unavailability of suitable substitutes.

Based on distribution channel, the drug stores or pharmacy segment held the highest share in 2020, accounting for nearly one-fourth of the global men personal care market, and is projected to continue its leadership status during the forecast period. This is due to extended store hours, drive-through locations, and availability of wide range of personal care products. However, the mono-brand stores segment is projected to portray the highest CAGR of 9.4% from 2021 to 2030.

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Based on region, North America contributed to the largest market share in 2020, accounting for nearly one-third of the global men personal care market, and is estimated to continue its dominance in terms of revenue by 2030. Moreover, this region is expected to manifest the fastest CAGR of 9.4% during the forecast period. This is attributed to increase in the aging population in countries such as the U.S. and Canada and increase in internet penetration.

The key players in the global men personal care market include Johnson & Johnson (U.S.), P&G

Co. (P&G) (U.S.), L'Oréal S.A. (France), The Estee Lauder Companies, Inc. (U.S.), Unilever (UK), Avon Products, Inc. (U.S.), Kao Corporation (Japan), Colgate-Palmolive Company (U.S), Beiersdorf Akteingesellschaft (AG) (Germany), and Shiseido Company Ltd. (Japan). Other players in the value chain, even though not profiled in the report, include Combe, Inc., Conaire Corporation, Revlon, Inc., Godrej Industries Ltd., Mary Kay, Inc., and Amway Corporation.

Reasons to Buy This Men Personal Care Market Report:

- Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- Sort new clients or possible partners into the demographic you're looking for.
- Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors.

Related Reports:

- [Men's Hair Care and Styling Products Market](#) is projected to reach \$54,755.1 million by 2030
- [Cotton Personal-Care Product Market](#) is estimated to reach \$ 19,157.6 million by 2028
- Ayurvedic Health and Personal Care Products Market Growth Opportunities In Global Industry By 2029
<https://www.alliedmarketresearch.com/ayurvedic-health-and-personal-care-products-market>
- Men's Swimwear Market Top Factors That Are Leading The Demand Around The Globe
<https://www.alliedmarketresearch.com/mens-swimwear-market-A14342>
- Wet Shave Market Will Show An Increase Of By 2027, Report
<https://alliedmarketresearch.com/wet-shave-market-A07780>

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