

Top Beard Foam Supplier Expands Global Reach with New Product Launches

GUANGZHOU CITY, GUANGDONG PROVINCE, CHINA, February 5, 2026 /EINPresswire.com/ -- The global personal care industry has been evolving steadily over the past several years. Changing consumer habits, rising disposable incomes in emerging markets, and a growing focus on grooming and hygiene have all contributed to an increase in demand for personal care products across multiple regions. In this environment, manufacturers and suppliers that can keep pace with shifting preferences — and that can operate effectively across different markets — are gaining ground.

One company that has recently drawn attention for exactly this kind of activity is a well-established beard foam supplier based in China's Guangdong province. The company has moved beyond its original product category and into new segments of the personal care market, signaling a broader strategy to serve international buyers more fully. The details of that strategy, and the market conditions behind it, are worth examining.

1. A Shifting Landscape in Global Personal Care

To understand what is happening at the company level, it helps to first look at the broader market. The global men's grooming market was valued at approximately \$24.1 billion in 2021 and is projected to grow at a compound annual growth rate (CAGR) of around 6.5% through 2028, according to Grand View Research. A significant portion of this growth is coming from regions such as Southeast Asia, the Middle East, and parts of Latin America, where expanding middle-class populations are spending more on personal care and grooming.

Within this market, beard care has been one of the faster-growing product segments over the past decade. Items such as beard foam, beard wash, and beard oil have shifted from specialty retailers into mainstream distribution channels. This transition has created more demand for suppliers capable of producing these products at scale, with consistent quality and at competitive prices.

At the same time, consumer behavior data shows that buyers who already purchase beard care products are increasingly adding items from adjacent categories — hair care, skin care, and body hygiene — to their routines. This cross-category purchasing pattern has been noted in several consumer studies and has practical implications for how suppliers approach product development. For manufacturers looking to capture this broader demand, the path forward is

fairly clear: expand the product range while maintaining the quality standards that established the business in the first place.

2. From Beard Foam to a Broader Product Range

Guangdong Juwei Health Industry Co., Ltd. has built a steady reputation as a beard foam supplier over the years. Based in Guangdong province — one of China's primary manufacturing hubs for health and personal care goods — the company has focused on delivering consistent product quality and reliable output to both domestic and international clients.

In recent months, the company has begun to expand its product lineup in a deliberate and structured way. Rather than simply increasing production volume of its existing items, the strategy has been to add new product categories to the portfolio. This kind of diversification is a move that many in the industry consider both timely and practical. As global distributors and retailers continue to look for ways to reduce the number of suppliers they work with, manufacturers that can offer a wider selection of products become more attractive long-term partners.

The expansion also reflects a broader shift within the Chinese personal care manufacturing sector. Companies in the region are increasingly investing in product development capabilities — not just production capacity. This trend has been building for several years, and it is gradually changing how international buyers evaluate and engage with suppliers from China.

3. The New Launches: [Hair Spray](#) and [Deodorant Spray](#)

The latest additions to the product lineup span two categories that the company has not previously offered, both of which are well established in the global personal care market.

The first is Hair Spray, aimed at the styling and hold segment. This category remains a consistent part of grooming routines across multiple markets and demographics. The product is formulated to deliver reliable hold without the heavy residue that some lower-cost options tend to leave behind. For brands and retailers that source products on a private label or OEM basis, this kind of performance consistency is a practical priority — it directly affects end-consumer satisfaction and, in turn, repeat purchases.

The second addition is Deodorant Spray, which moves the company into the antiperspirant and deodorant market. This is one of the more stable and high-volume segments in personal care, with demand that remains relatively consistent across seasons and regions. Adding a deodorant product to the portfolio makes the overall offering more complete, and it gives international buyers the option to source multiple product types from a single supplier — something that simplifies procurement and reduces logistical complexity.

Both products are positioned for OEM and private label arrangements, which is the standard

sourcing model for many international personal care brands. This setup allows the company to serve a wide range of potential partners without needing to build its own consumer-facing brand, which is a practical advantage in a competitive market.

4. Building Global Distribution Channels

New products alone do not guarantee market reach. For a supplier to expand its presence internationally, it also needs to build and maintain effective channels for reaching buyers in target markets.

Chinese personal care manufacturers have become increasingly skilled at navigating international sales over the past few years. E-commerce platforms — both general ones like Alibaba and more industry-focused channels — have made it easier for suppliers to connect with buyers in markets that would otherwise be difficult to access directly. Trade shows and exhibitions remain important as well, particularly in an industry where product quality and consistency are difficult to evaluate without hands-on experience. These events allow suppliers to demonstrate their capabilities, discuss customization options, and begin building the kind of relationships that tend to lead to longer-term business.

Markets in Southeast Asia, the Middle East, and parts of Europe and North America have all shown growing interest in competitively priced personal care products from Chinese manufacturers. This is not a trend confined to any single company — it reflects a shift in how global brands and distributors approach sourcing. What distinguishes suppliers in this landscape is not price alone. The ability to deliver consistent quality, meet local regulatory requirements, and maintain reliable supply timelines are all factors that influence buying decisions. Companies that can demonstrate strength across these areas are the ones most likely to secure and retain international clients.

5. Navigating Regulatory and Quality Standards

Expanding into international markets brings its own set of practical challenges, and regulatory compliance is among the most significant. Personal care and cosmetic products are subject to different rules in different countries. The European Union enforces strict requirements under the EU Cosmetics Regulation, covering ingredient safety, labeling, and third-party testing. Markets in the Middle East and the Asia-Pacific region have their own certification and import standards as well.

For Chinese manufacturers, building the internal systems needed to meet these requirements has become a core part of international business strategy. Investment in quality management, laboratory testing, and compliance documentation has increased noticeably in recent years. This is not unique to one company — it reflects a broader maturation in how the industry approaches export-oriented production.

Regulatory compliance also serves a practical business function beyond legal necessity. International distributors and retailers need to be confident that the products they source will clear customs and perform as expected in local markets. Suppliers that can offer this level of assurance — consistently and across multiple jurisdictions — have a clear edge when it comes to building trust with buyers.

6. The Road Ahead

The personal care industry is not going through a sudden overhaul. The changes are gradual but persistent. More consumers are paying attention to grooming and hygiene. More products are available at a range of price points. And more suppliers from around the world — including a growing number from China — are competing for a share of that demand.

For companies that have recently expanded their product ranges and begun building their international presence, the challenge going forward is to maintain quality and reliability as they scale. The suppliers most likely to succeed in the years ahead are the ones that combine competitive pricing with genuine product consistency, and that continue to invest in the capabilities needed to serve regulated international markets.

As the global personal care market grows, manufacturers based in Guangdong province and elsewhere in China are well positioned to play an increasingly significant role. The kind of expansion seen recently from companies in this space is a clear sign of that trend taking shape.

7. About Guangdong Juwei Health Industry Co., Ltd.

Based in Guangdong province, China, the company is a manufacturer of health and personal care products with a focus on grooming and hygiene. Its product range covers beard care, hair care, and body hygiene items, and it serves both OEM and private label customers in domestic and international markets. With an ongoing commitment to product quality, manufacturing consistency, and regulatory compliance, the company has been steadily building its presence in global markets and expanding its capabilities to meet the needs of international distributors and brands.

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