

NEW YORK, NY, UNITED STATES, July 21, 2026 /EINPresswire.com/ -- The global [Mens Grooming Products Market Growth](#) is witnessing significant

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Market Research Future
(MRFR)

As per Market Research Future analysis, the Mens Grooming Products Market Size was estimated at 86.77 USD Billion in 2024. The Mens Grooming Products industry is projected to grow from 91.65 USD Billion in 2025 to 158.37 USD Billion by 2035, exhibiting a compound annual growth rate (CAGR) of 5.62% during the forecast period 2025 - 2035. The market growth is supported by increasing awareness among men regarding personal care routines, rising disposable income, and changing perceptions

MENS GROOMING PRODUCTS MARKET

Growth Driven by Rising Male Grooming Awareness and Innovation.

The global mens grooming products market is projected to grow from **USD 91.65 Billion** in 2025 to **USD 158.37 Billion** by 2035, at a CAGR of **5.62%** during the forecast period 2025–2035. The market was valued at **USD 86.77 Billion** in 2024.

CAGR OF 5.62%
(2025–2035)

\$ 91.65 Billion
(2025)

\$ 158.37 Billion
(2035)

“ The mens grooming products market is experiencing significant transformation, propelled by growing awareness of personal hygiene, the digital transformation of retail, and a strong consumer preference for natural ingredients and personalized solutions. ”

– Mens Grooming Industry Analyst

KEY TRENDS

- Rise of Natural Ingredients
- Digital Transformation in Retail

MARKET OPPORTUNITIES

- Rise of E-commerce Platforms
- Innovation in Product Offerings

ADDITIONAL FACTORS

- Focus on Personalization
- Increasing Male Grooming Awareness

KEY GROWTH DRIVERS

- Growing consumer preference for natural and organic ingredient formulations.
- Expansion of e-commerce platforms and digital retail strategies.
- Increasing innovation in product offerings and emphasis on personalized solutions.

KEY PLAYERS

Procter & Gamble | Unilever | L'Oréal | Colgate-Palmolive | Beiersdorf | Edgewell Personal Care

The growing demand for premium products and personalized routines, combined with the rise of digital retail, creates a positive market outlook.

increasingly exploring new products through online reviews, recommendations, and global grooming trends, encouraging brands to introduce innovative solutions tailored to different skin types, hair textures, and lifestyle needs. Younger consumers, particularly millennials and Generation Z, are embracing grooming as an essential part of personal care and confidence-building, driving demand across skincare, fragrances, styling products, and beard maintenance categories.

Natural Grooming Products Boosting Market Growth:

One of the most influential factors shaping the Mens Grooming Products Market is the rising consumer preference for natural and organic ingredients. Consumers are becoming more aware of the potential effects of synthetic chemicals and are increasingly seeking products formulated with botanical extracts, plant-based ingredients, essential oils, and environmentally responsible components.

Manufacturers are responding to this trend by introducing clean-label grooming products that focus on transparency, sustainability, and skin-friendly formulations. Natural grooming solutions are gaining popularity across categories including facial cleansers, moisturizers, beard oils, shaving products, and hair care items. Companies are investing in research and development activities to create effective products that combine performance with natural ingredient benefits.

The growing focus on sustainability has also influenced packaging innovation within the industry. Brands are adopting recyclable packaging materials, reduced plastic usage, and environmentally conscious production processes to attract consumers who prioritize sustainable purchasing decisions. This trend is encouraging companies to differentiate themselves through responsible business practices while meeting changing customer expectations.

Additionally, consumers are showing increased interest in personalized grooming experiences. Advanced formulations designed for specific concerns such as sensitive skin, dryness, aging, acne, and hair loss are gaining traction. Personalized product recommendations through online platforms and artificial intelligence-based beauty tools are further enhancing customer engagement and supporting market growth.

Premium Grooming Solutions Gaining Popularity:

The growing demand for premium grooming products represents another important factor influencing market development. Male consumers are increasingly willing to invest in high-quality products that provide enhanced performance, better ingredients, and superior experiences. This trend has encouraged brands to expand their premium product portfolios across skincare, fragrances, hair care, and beard grooming segments.

Luxury and premium grooming brands are focusing on sophisticated packaging, advanced

formulations, and unique product positioning to attract consumers seeking exclusive experiences. Premium fragrances, anti-aging creams, specialized beard products, and professional styling solutions are gaining popularity among customers who view grooming as part of their lifestyle and personal identity.

Urbanization and changing workplace environments have also contributed to increased grooming awareness. Professionals are becoming more conscious of maintaining a polished appearance, which has increased demand for products that support daily grooming routines. The influence of corporate culture, social interactions, and digital presence has encouraged consumers to pay greater attention to personal presentation.

Furthermore, the expansion of men's beauty and wellness concepts has reduced traditional barriers surrounding male grooming. Products that were previously considered niche are now becoming mainstream as consumers embrace broader definitions of masculinity and personal care. This cultural shift is encouraging companies to launch innovative solutions targeting different age groups and lifestyle segments.

Digital Retail Driving Consumer Purchases:

The rapid growth of e-commerce platforms has significantly changed how consumers discover and purchase men's grooming products. Online channels provide customers with access to a wider range of products, detailed product information, customer reviews, and personalized recommendations. This convenience has accelerated the adoption of grooming products among consumers across different regions.

Digital marketing strategies, including influencer collaborations, social media campaigns, and targeted advertising, have become essential tools for grooming brands. Companies are using online platforms to educate consumers about grooming routines, demonstrate product benefits, and build stronger relationships with customers.

Subscription-based grooming services are also gaining popularity as consumers seek convenient solutions for regularly used products. Subscription models allow customers to receive essential grooming items automatically while providing companies with opportunities to strengthen customer loyalty.

Direct-to-consumer brands have further increased competition within the market by offering specialized products and personalized experiences. These brands often focus on specific consumer needs, such as natural formulations, vegan products, or targeted skincare solutions. Their ability to engage directly with customers has encouraged traditional companies to enhance their digital strategies.

Retail stores continue to remain important distribution channels, particularly for consumers who prefer testing products before purchase. Supermarkets, specialty stores, pharmacies, and beauty

retailers continue to contribute significantly to product accessibility. However, the combination of physical retail and digital commerce is creating an integrated shopping experience for modern consumers.

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Mens Grooming Products Market Trends:

Several emerging trends are expected to influence the future direction of the Mens Grooming Products Market. One major trend is the increasing adoption of multifunctional grooming products. Consumers are seeking products that provide multiple benefits, such as moisturizers with sun protection, beard products with conditioning properties, and skincare solutions combining hydration and anti-aging benefits.

Another important trend is the rising demand for clean beauty and cruelty-free products. Consumers are becoming more selective about product ingredients and manufacturing practices, encouraging brands to adopt ethical sourcing and transparent labeling strategies.

The influence of celebrity endorsements and social media personalities is also reshaping purchasing decisions. Male influencers, athletes, actors, and grooming experts are helping normalize discussions around skincare and personal care, encouraging more consumers to explore grooming products.

Technology integration is becoming another significant trend within the industry. Smart grooming devices, virtual consultations, skin analysis tools, and personalized product recommendations are enhancing customer experiences. Companies are increasingly combining technology with traditional grooming solutions to provide customized recommendations.

The increasing popularity of beard styling and facial hair care has created additional opportunities for manufacturers. Beard oils, balms, conditioners, and styling products have become important categories as consumers seek professional-looking grooming solutions at home.

Market Segmentation Analysis of Mens Grooming Products Market:

The Mens Grooming Products Market is segmented based on price range, product category, product innovation, distribution channel, and consumer demographics. These segments highlight diverse consumer preferences, purchasing patterns, and the evolving demand for personalized grooming solutions.

Price Range Outlook:

- Mass Market: Affordable grooming products with wide availability continue to attract a large consumer base seeking everyday personal care solutions.
- Premium: Growing consumer interest in quality ingredients and advanced formulations is increasing demand for premium grooming products.
- Luxury: Luxury grooming products are gaining popularity among consumers seeking exclusive formulations, premium packaging, and enhanced experiences.

Product Category Outlook:

- Skincare: Increasing focus on skin health is driving demand for cleansers, moisturizers, and anti-aging solutions.
- Haircare: Styling products, treatments, and specialized hair solutions are gaining traction among modern consumers.
- Shaving Products: Traditional shaving essentials continue to evolve with improved formulas and grooming innovations.
- Bath and Body Products: Growing hygiene awareness is supporting demand for body washes, lotions, and personal care products.
- Fragrances: Premium and personalized fragrances remain an important segment within men's grooming.

Product Innovation Outlook:

- Natural and Organic Products: Rising preference for clean-label and environmentally friendly formulations is encouraging product innovation.
- Multi-Functional Products: Consumers are increasingly choosing convenient products that combine multiple grooming benefits.
- Personalized Products: Customized grooming solutions based on individual needs are gaining attention.
- Subscription Boxes: Subscription-based models are creating convenient access to curated grooming products.

Distribution Channel Outlook:

- Supermarkets and Hypermarkets: These channels offer accessibility and a wide range of grooming products.
- Pharmacies: Trusted retail environments continue to support sales of personal care and skincare products.
- Department Stores: Premium product offerings and brand experiences drive demand through these channels.
- Online Stores: E-commerce platforms are expanding rapidly due to convenience, variety, and digital engagement.
- Specialty Stores: Dedicated beauty and grooming stores provide expert guidance and premium product access.

Consumer Demographics Outlook:

- Age: Different age groups are adopting grooming products based on lifestyle, skincare needs,

and personal preferences.

□□Income Level: Rising disposable income supports demand for both premium and luxury grooming solutions.

□□Lifestyle: Changing lifestyles and increased focus on appearance are influencing grooming habits.

□□Skin Type: Product development is increasingly focused on solutions designed for specific skin concerns and requirements.

Regional Analysis of Mens Grooming Products Market:

North America Market Outlook

North America holds a strong position in the Mens Grooming Products Market due to high consumer awareness, strong purchasing capacity, and advanced retail networks. Growing demand for skincare, beard care, and premium grooming products is driving regional growth. The rise of online shopping, direct-to-consumer brands, and sustainable grooming solutions is further supporting market expansion.

Europe Market Outlook

Europe continues to witness steady demand for premium and eco-friendly grooming products. Consumers are increasingly preferring natural ingredients, ethical production, and transparent product formulations. The growing influence of fashion trends, lifestyle preferences, and clean beauty concepts is encouraging brands to introduce innovative grooming solutions.

Asia-Pacific Market Outlook

Asia-Pacific is emerging as a rapidly growing region, supported by rising disposable income, urbanization, and increasing awareness of men's personal care. Younger consumers are adopting skincare, haircare, and grooming products influenced by social media trends and expanding e-commerce platforms. The growing presence of international brands is further strengthening regional opportunities.

South America and Middle East & Africa Market Outlook

South America is witnessing gradual growth due to changing lifestyles and increasing interest in personal care products. Meanwhile, the Middle East and Africa region is gaining momentum with rising demand for premium fragrances, skincare products, and improved retail accessibility. Expanding digital commerce and retail development are expected to support future market growth.

Competitive Landscape:

The Mens Grooming Products Market is characterized by intense competition among global and regional players that are focusing on innovation, product diversification, brand loyalty, and evolving consumer preferences. Companies are continuously expanding their portfolios across skincare, haircare, fragrances, shaving solutions, and body care products to address the growing

demand for specialized grooming solutions.

Leading companies operating in the market include:

□□ Procter & Gamble

□□ Unilever, L'Oréal

□□ Colgate-Palmolive

□□ Beiersdorf

□□ Edgewell Personal Care

□□ Coty

□□ Shiseido

□□ and Revlon.

These players are strengthening their market positions through continuous research and development, premium product launches, and the introduction of products featuring advanced ingredients, natural formulations, and sustainable packaging.

Digital transformation has become a key focus area, with brands increasingly using e-commerce platforms, influencer marketing, social media campaigns, and direct-to-consumer models to improve customer engagement. Companies are also leveraging consumer insights and data-driven strategies to develop personalized grooming products tailored to specific skin types, lifestyles, and preferences.

Sustainability is another important factor shaping competition, as consumers show greater interest in environmentally responsible products. Brands are investing in clean formulations, recyclable packaging, and ethical sourcing practices to align with changing expectations.

Market Opportunities and Future Growth Outlook:

The Mens Grooming Products Market presents considerable opportunities due to increasing consumer demand for natural, organic, and sustainable products. Companies that successfully combine effective formulations with environmentally responsible practices are likely to gain stronger consumer acceptance.

Personalized grooming solutions represent another major opportunity area. Advances in technology are enabling brands to provide customized recommendations based on individual

skin types, grooming habits, and lifestyle requirements.

The expansion of emerging markets also creates opportunities for companies seeking new customer bases. Rising incomes, improved retail access, and increasing awareness of personal care products are expected to encourage further industry expansion.

Looking ahead, the Mens Grooming Products Market is expected to continue evolving through innovation, digital transformation, and changing consumer expectations. The increasing acceptance of grooming as an essential aspect of lifestyle and wellness will remain a key factor supporting long-term industry development.

Frequently Asked Questions (FAQs)?

1. What is driving the growth of the Mens Grooming Products Market?

The market growth is primarily driven by increasing awareness about personal care, rising demand for natural ingredients, growing adoption of premium grooming products, and expanding digital retail platforms.

2. Which product categories are gaining popularity among male consumers?

Skincare, beard care, haircare, fragrances, and specialized grooming solutions are among the categories experiencing increasing consumer interest due to changing grooming habits.

3. How is sustainability influencing the men's grooming industry?

Sustainability is encouraging companies to develop natural formulations, recyclable packaging, ethical sourcing practices, and environmentally responsible production methods.

4. What role does e-commerce play in the Mens Grooming Products Market?

E-commerce platforms provide consumers with greater product accessibility, detailed information, personalized recommendations, and convenient purchasing options, making digital channels an important growth driver.

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