

Redefining Grooming:

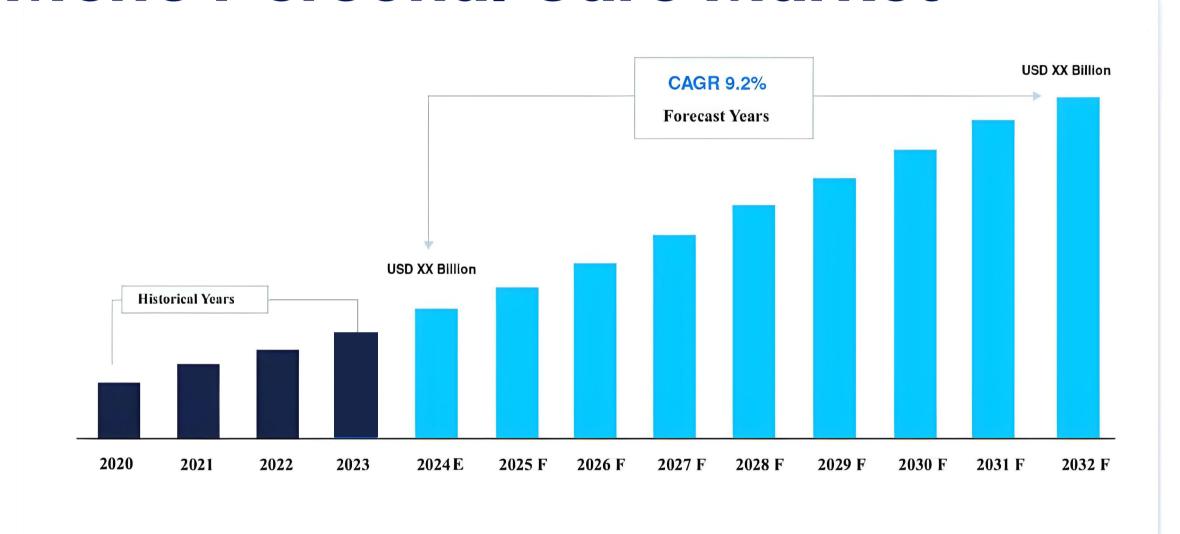
Insights into the Booming Men's Personal Care Industry







10-Year Growth Analysis in Men's Personal Care Market



Key Drivers:

Grooming redefined as confidence, individuality, and well-being.

Opportunity:

Untapped potential for forward-thinking brands to capture this growth.







Trends Driving Growth

Personalization & e-Commerce

- 26% of US men purchase grooming products independently.
- The e-Commerce segment thrives at 9.9% CAGR.

Sustainability & Inclusivity

- Eco-conscious brands like Bulldog Skincare for Men, Ethique, Aesop, an Dr. Squatch lead the way.
- Unisex offerings tap into Gen Z's rejection of gender binaries.







Regional Market Dynamics

- North America contributes 34% of the market share driven by professional grooming culture.
- Rising incomes and corporate lifestyles in China, India, and South Korea fuel growth in the Asia Pacific men's personal care market.
- The European market is known for sustainable innovation dominated by organic personal care brands.







Challenges & Opportunities

Challenges

- Short product shelf life.
- Cultural inertia in some regions.

Opportunities

- Digital Transformation: Expand footprint with e-commerce.
- Inclusive Marketing: Appeal to younger, diverse demographics.
- Sustainability Focus: Green packaging and ethical formulations are consumer expectations.







Ingenious e-Brain Can Strategically Support Personal Care Brands Through:

- Innovation Advisory
- Competitive Benchmarking
- Market Penetration Strategies







Partner with us to unlock new growth & establish leadership

Reach out to our leB experts contact@iebrain.com www.iebrain.com