

# Redefining Grooming:

Insights into the Booming  
Men's Personal Care Industry

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#CelebrateMen



# 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, and 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



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establish leadership

Reach out to our leB experts

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