

# Male Grooming: U.S. Market Brief

**Base Year: 2020**

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**6<sup>th</sup> Edition**

An insightful analysis examining the market for male grooming products, this report focuses on market size and growth, key trends, and factors driving sales during pandemic times. It will explore product trends and category developments, identify where new entrants are launching their product and how brands are expanding distribution, and focus on how wellness is impacting the segment.

**Regional Coverage:** United States

## SCOPE

- › Analysis of key product categories relating to the health of skin and hair for men
- › Consumer sales only
- › Excludes back-bar sales to professional outlets

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## Market Overview

- Key learnings
- Total market size and growth for 2019-2020
- Category sales and share for total market
- Product category (as listed in Table 1) snapshots including:
  - Key new product launches
  - Marketing activity
  - Brand sales for leaders and emerging players
- Retail outlet breakdowns (as shown in Table 2)
- Competitive landscape with parent company and brand sales by category
- Outlook through 2025

**Table 1. PRODUCT CATEGORIES COVERED**

Beard care	Personal cleansing products
Deodorants	Shaving products
Fragrances	Skin care products
Hair care	

**Table 2. RETAIL CHANNELS COVERED**

Department stores	Food stores
Direct sales (including e-commerce)	Mass merchandisers
Drug stores	Professional outlets
	Specialty stores



# REPORT BENEFITS

This report serves as an excellent resource for marketers or potential marketers of male grooming products. It will help subscribers understand key market dynamics while providing:

A highly reliable market assessment that can be used for identification of potential acquisition targets

Direction of growth areas for retail outlets, including e-commerce

An outlook that will lend assistance in predicting future areas of opportunities

# METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

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