



Euromonitor  
International

# Men's Grooming in Germany

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Men's Grooming Summary

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Men's Grooming

## INDUSTRY PERFORMANCE

Premium Fragrances Lead Value Growth Driven by Discerning Male Consumers

Men'S Toiletries Expand through Multifunctional and Skin-Friendly Innovations

Chart 2 - Alverde Men Anti-Ageing Face Cream with Q10

Informed Male Consumers Drive Demand for Quality and Sustainability

Chart 3 - Bulldog Bamboo Razor

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

## WHAT'S NEXT?

German Men to Embrace Body Care Amidst Growing Incomes

Tech Innovation to Drive Category Growth

Chart 7 - Analyst Insight for Men's Grooming

Private Label Growth and Natural Product Demand to Reshape Consumer Choices

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Top Companies Maintain Lead through Strong Brands

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

## CHANNELS

Health and Beauty Specialists Lead Due to Personalised Service and Expertise

E-Commerce Growth Accelerates with Convenience and Product Variety

Chart 12 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 13 - Economic Context for Men's Grooming

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 16 - Consumer Context for Men's Grooming

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Germany - Industry Overview](#)

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

German Consumers Increase Spending on Beauty and Personal Care Amid Steady Economic Growth

Chart 21 - Eucerin: Daily Protection and Urban Lifestyle

Skin Care Sales Sustain Lead through Reframing of Longevity

Chart 22 - M. Asam Resveratrol Longevity Range

Asian Beauty Concepts Emerge through German Brands

Chart 23 - Sundance: Essence-Like Serums and Barrier-First Logic

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

## WHAT'S NEXT?

German Consumer Spending Growth to Support Beauty and Personal Care Expansion

Chart 27 - Analyst Insight for Beauty and Personal Care

Skin Care to Lead Value Sales While Dupe Culture Reshapes Market

Brands Embracing Sustainability and Personalisation to Gain Competitive Advantage

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Top Companies Leverage Product Strength and Consumer Loyalty to Sustain Leadership

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

## CHANNELS

Health and Beauty Specialists Lead through Expertise

Retail E-Commerce Accelerates Growth, Transforming Purchasing Patterns and Competitive Landscape

Chart 32 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mens-grooming-in-germany/report](http://www.euromonitor.com/mens-grooming-in-germany/report).