



Euromonitor  
International

# Men's Grooming in Sri Lanka

June 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Men's Grooming Summary

## INDUSTRY PERFORMANCE

Young Consumers Shift to Trimmers Fuels Retail Value Growth Despite Economic Constraints

Men'S Shaving Leads in Value Driven by Traditional Grooming, Toiletries Grow on Convenience Appeal

Chart 1 - Dove Men+Care 2-In-1 Deodorant

Spa Ceylon and Dove Men+Care Exemplify Grooming Trends Transforming Male Routines

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

## WHAT'S NEXT?

Younger Consumers Adopt Budget-Friendly Grooming, Driving Steady Growth

Men'S Shaving Remains Largest While Toiletries Lead Growth on Convenience

Rising Interest in Men'S Skin Care and Grooming Tech Shapes Future Business Strategies

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Société Bic Sa and Procter & Gamble Lanka Pvt Ltd Fortify Leadership as Market Dynamics Shift Towards Grooming Tools

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

## CHANNELS

Small Local Grocers Lead While E-Commerce Gains Ground with Urban and Young Shoppers

Chart 9 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 10 - Economic Context for Men's Grooming

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 13 - Consumer Context for Men's Grooming

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Sri Lanka - Industry Overview

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Economic and Consumer Pressures Shape Steady Growth and Cautious Spending

Bath and Shower Leads in Value, with Growing Interest in Tailored and Inclusive Products

Chart 18 - Vivya Vitamin C Range

Local Brands Lead with Inclusive, Affordable and Multifunctional Innovations

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers Prioritise Affordability and Multifunctionality Amid Financial Constraints

Bath and Shower Maintains Leadership While Colour Cosmetics Sees Growth Momentum

Inclusive Innovation and Premium Trust Shape Future Brand Strategies and Growth

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Unilever Sri Lanka Ltd and Hemas Holdings Plc Consolidate Leadership Amid Steady Market Concentration

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

## CHANNELS

Small Local Grocers Lead Sales While Health and Beauty Specialists Retain Importance

Retail E-Commerce Grows as Consumers Seek Convenience and Variety Online

Chart 26 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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-sri-lanka/report](http://www.euromonitor.com/mens-grooming-in-sri-lanka/report).