



Euromonitor
International

Men's Grooming in Australia

May 2026

Table of Contents

Men's Grooming in Australia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premiumisation and Skin-First Routines Drive Robust Growth in Men'S Grooming

INDUSTRY PERFORMANCE

Premiumisation and Skin-First Routines Drive Robust Growth in Men'S Grooming

Chart 1 - Science-Backed Skincare

Emerging Brands Focus on Science-Backed Skin Care

Brands Capitalise on Clean Reimagined Trend with Native Botanicals and Vegan Offerings

Chart 2 - Vitaman Clean Beauty

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Skin-First Routines and Premiumisation to Drive Sustained Value Growth

Premiumisation and Multifunctionality to Shape Consumer Grooming Choices

Skinification and Digital Engagement to Drive Growth and Consumer Loyalty

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever, L'Oréal and Procter & Gamble Consolidate Leadership through Portfolio Innovation

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Traditional Retail Maintains Dominance as Online Channels Gain Ground among Younger Consumers

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Men's Grooming

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Men's Grooming

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Australian Beauty and Personal Care Sales Rise Steadily Driven by Asian Beauty

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Australian Beauty and Personal Care Sales Rise Steadily Driven by Asian Beauty

Chart 19 - Beauty of Joseon Expands

Skin Care Leads Sales as Consumers Focus on Longevity and Skin Health

Chart 20 - OGX Science-Led Scalp Care

Omnichannel Strategies Power Retail Reinvention and Innovation

Chart 21 - Shopify AI Search and Chat

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Embrace Science and Affordability to Drive Steady Growth

Skin Care and Fragrances to Lead Growth through Premium Multifunctional Formulations

Digital Engagement and Omnichannel Strategies to Reshape Retail Dynamics

Chart 25 - Analyst Insight for Beauty and Personal Care

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal and Estée Lauder Retain Lead Amid Growing Fragmentation and Shifting Shares

Emerging Native Brands Show Strong Growth through Digital Engagement

Mcobeauty Acquisition Underscores Trend Responsiveness of Brands

Rhode's Launch Highlights Growth in Celebrity Brands

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Strengthen Dominance with Pharmacy and Specialty Retail Growth

Specialty Retailers and Omnichannel Strategies Reshape Consumer Engagement and Experience

Retail E-Commerce Gains Momentum with Social Media Influence and Product Accessibility

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Beauty and Personal Care

Chart 32 - Real GDP Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Beauty and Personal Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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-australia/report.