



Men's Grooming in the Netherlands

May 2026

Table of Contents

Men's Grooming in the Netherlands - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Steady Sales Growth Driven by Fragrances and Lifestyle Trends

INDUSTRY PERFORMANCE

Steady Sales Growth Driven by Fragrances and Lifestyle Trends

Axe and Unilever Leverage Influencers and Athletes to Shift Perceptions and Boost Engagement

Chart 1 - Unilever Partners with Manchester City

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Embrace Sophisticated Grooming, Driving Steady Value Growth

Men'S Fragrances to Surge in Value as Toiletries Remain Essential

Health Trends and Unisex Appeal to Reshape Men'S Grooming Landscape

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Navigate Format Shifts to Maintain Dominance

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Dominance through Loyalty and Broad Appeal

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 the Netherlands - Industry Overview](#)

EXECUTIVE SUMMARY

Steady Growth Driven by Consumer Willingness to Spend and Digital Innovation

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Consumer Willingness to Spend and Digital Innovation

Chart 18 - Rituals Gives Wellness Advice

Informed Consumers Show a Willingness to Pay a Premium for Dermocosmetics

Chart 19 - Cerave Remains Successful

Brands Leverage Sustainability to Drive Consumer Engagement

Chart 20 - Marcel's Green Soap

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers and Economic Factors Fuel Steady Growth in Personal Care Spending

Hair Care to Lead Value While Fragrances Leads Growth Momentum

Sustainability to Remain Influential in Purchasing Behaviour

Chart 24 - What's Next? for Beauty and Personal Care

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Lead Amid Evolving Competitive Dynamics

Chart 27 - Company Shares 2025

CHANNELS

Health and Beauty Specialists Lead Distribution as E-Commerce Gains Steady Ground

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-the-netherlands/report.