Euromonitor International

Men's Grooming in Lebanon

June 2026

Table of Contents

Men's Grooming in Lebanon - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Lebanese Men Embrace Digital-First Grooming for Functional Wellness
Men’S Toiletries Show Strong Value Growth as Grooming Rituals Evolve
Chart 1 - Khan Al-Saboun’S Groom Luxury Collection
Local Brands Leverage Digital Education to Drive Masstige Adoption
Chart 2 - Value Sales 2020-2030
Chart 3 - Volume Sales 2020-2030
Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Local Brands Transform Grooming through Digital and Cultural Fusion
Men’S Toiletries See Growth Driven by Evolving Wellness Rituals
Wellness-Focused Trends Reshape Industry Strategy and Consumer Engagement
Chart 5 - Forecast Value Sales 2020-2030
Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Shift Shares Amid Rising Local Competition and Digital Strategies
Chart 7 - Company Shares 2025
Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Gain Traction as E-Commerce Grows
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 Lebanon - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Lebanese Consumers Embrace Digital and Science-Backed Products Amid Economic Volatility
Colour Cosmetics and Hair Care Lead in Value

Skin Society'S Wellness Hub Exemplifies Lifestyle Driven Beauty Reshaping Premium Care
Chart 17 - Beesline'S Holistic Barrier Repair Range
Chart 18 - Value Sales 2020-2030
Chart 19 - Volume Sales 2020-2030
Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Growth with Local Pride and Evolving Preferences
Innovation and Sustainability Shape Consumer Expectations and Product Development
Local Brands and E-Commerce Unlock New Growth Avenues Amid Evolving Retail Landscape
Chart 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Global Players Consolidate Market Lead
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Small Local Grocers and Supermarkets Lead While E-Commerce Surges in Retail Value
Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care
Chart 27 - Real Gdp Growth 2020-2030
Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care
Chart 30 - Population 2020-2030
Chart 31 - Consumer Expenditure 2020-2030
Chart 32 - 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-lebanon/report.