



Razor Market

The global [razor market](#) is projected to expand at a robust CAGR during the forecast period, 2021–2028. The growth of the market is attributed to growing focus on men's grooming and rising awareness among consumers related to personal hygiene.

A razor is a bladed tool primarily used in the removal of body hair through the act of shaving. Straight razors, safety razors, disposable razors, and electric razors are various types of razors. Safety and electric razors are the most used types of razors across the globe. Razors are used with shaving cream, shaving brush, and shaving soap. Electric shavers' such as epilators and trimmers are witnessing a huge demand owing to durability and easy usage. Most razors are made from metal and are heavily packaged. The trend of styling beard have become immensely popular, especially among millennials, which can stimulate the market growth.

Market Trends, Drivers, Restraints, and Opportunities:

- Increasing adoption toward subscription-based model instead of regularly buying from nearby stores is expected to propel the market growth.
- Continuous technological advancements in razors is anticipated to stimulate the growth of the market.
- Increasing focus toward personal grooming is speculated to boost the market growth during the forecast period.
- Rising disposable income is driving the demand for razors in the emerging economics such as India and China.
- The COVID-19 pandemic had imposed lockdown on salons, which in turn, has encouraged consumers to learn the grooming skills. This, in turn, has spurred the market growth.
- Emerging demand for razors from female consumers is anticipated to create opportunities in the coming years.

Razor Market Segment Insights:

Cartridge segment to account for a large market share

On the basis of the products, the market is divided into cartridge, disposable, and electric. The

cartridge segment held for a large market share owing to its easy use and cost-effectiveness. Cartridge razor is safe for all skin types and are reusable. Steel and alloy-based blades are incorporated in the cartridge itself, which provides it corrosion-resistant properties. On the other hand the electric segment is expected to witness robust growth during the forecast period owing to development of various electric razors from major companies.

Men segment dominates the market

Based on consumers, the market is divided into men and women. The men segment held a dominant position in the razor market. Shaving razors has witnessed a huge demand from dermatology and beauty clinics for various treatments, owing to its inexpensive nature. On the other hand, the women segment is expected to witness robust growth during the forecast period. Increasing number of women preferring home grooming is driving the segment growth.

North America accounts for a significant market share

On the basis of regions, the market is divided into Asia Pacific, North America, Latin America, Europe, and Middle East & Africa. The market in North America held a dominant share of over 30% in 2020, in terms of revenue. Growing awareness about personal grooming is expected to propel the growth of the market in this region. The market in Asia Pacific expected to exhibit a high CAGR owing to increasing awareness about personal hygiene in emerging economies such as India and China.

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Contact:

Growth Market Reports

Phone: +1 909 414 1393

Email: sales@growthmarketreports.com

Web: <https://growthmarketreports.com>

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