

A photograph of a barber with long brown hair and a beard, wearing a light blue short-sleeved shirt, washing a customer's hair. The customer is a Black man with short hair, wearing an orange t-shirt, and is reclined in a barber chair. The barber is using a handheld showerhead to spray water on the customer's head. The setting is a modern barbershop with large mirrors, wooden trim, and various grooming products on the counter. A red banner is overlaid on the left side of the image, containing text.

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# Men's Grooming Packaging Trends

A look at the trends influencing men's grooming  
packaging design and innovation.

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# Introduction

After declines in 2022, many categories across men's grooming saw improving performances in 2023, including premium men's bath & shower, hair care, and deodorants. Male consumers are becoming more conscious of their appearance and overall wellness, expanding their grooming routines.

**“The overarching theme of male grooming is that there’s a willingness and a desire to add more products, steps, specific products to their grooming routines than we’ve ever seen before.”**

**Lauren Goodsitt, Director of Beauty and Personal Care at Mintel**

This report explores some of the key trends influencing the men's grooming category.

*\*The brands mentioned in this report are trademarks of their respective owners. Inclusion of these brands in this report is not meant to imply an association with or endorsement from the respective trademark owners.*

# Premiumization

Men's skincare and haircare are shifting toward premiumization as male consumers show willingness to invest in higher-quality products that yield better results. According to a recent Euromonitor beauty consumer survey, 6.5% of U.S. male respondents indicated they would be willing to pay 50% more (or greater) for premium ingredients, a 5% jump from 2022. Euromonitor also notes, "There is faster growth of men's products sold through prestige stores in comparison with mass retailers." Men's grooming brands are mirroring the success of women's brands by introducing products with proven, effective ingredients for anti-acne, anti-aging, skin barrier restoration, hair thinning, scalp health, and more.

**34% of global consumers say 'Good value for money' in beauty and grooming products means high-quality products/ingredients. (GlobalData)**

Superior packaging solutions can reinforce quality and create an elevated user experience. Berlin Packaging supplies several exclusive products perfect for prestige beauty and personal care brands, including our Double Glass, Ice, and Himiko collections. Custom packaging can also feel premium and exclusive, differentiating from the competition and protecting products against "dupes." Studio One Eleven® created award-winning custom packaging for Patricks brand of men's grooming that breaks the personal care mold. The elegant, rectilinear, aluminum-accented, 100% custom package forms – inspired by elements from both personal electronics and automotive design – contrast dramatically with the category's ubiquitous circular jars and tubes.







# Ingredient Focus

Today's male shoppers pay close attention to what goes into the products they buy. The focus on ingredients is driven by health, safety, and environmental concerns. Male consumers seek natural alternatives and herbal ingredients in men's grooming products, with growing interest in ingredients like hemp seed oil, jojoba oil, tea tree oil, aloe vera, ginger, and castor oil. Appeal for "natural," "organic," and "cruelty-free" claims is also pronounced across all generations. Certifications and third-party testing can assure consumers that the products they buy meet their expectations. Confirmation of non-GMO Project Verified, USDA Organic, certified gluten-free, cruelty-free, and more adds credibility and instills trust.

More than two-thirds of North American consumers say "simple ingredients" are essential or nice to have when making purchase decisions. (GlobalData)

Consumers often associate [minimal package design](#) with "clean" products that have higher quality or fewer ingredients. The shorter and simpler the ingredient list and less cluttered the label, the better or healthier the product is perceived. It is essential to work with brand and structural designers who understand the nuances of minimal design. The perfect combination of typography, sizing, spacing, and color selection can make the difference between generic and gorgeous. The team at Studio One Eleven has decades of experience creating minimalist design solutions for beauty and personal brands of all sizes.



# Male Beauty

Younger generations – including [Gen Z consumers](#) – prioritize inclusivity and individuality, driving the cosmetics category to become more gender inclusive. Make-up is evolving to include male beauty, led by the emergence of popular male beauty influencers and celebrity-backed brands. Pharrell Williams and Tyler, The Creator are collaborating on a new “malepolish,” and Harry Styles has a beauty line within his Pleasing brand. Major cosmetics brands are also destigmatizing male beauty products, with companies like Covergirl and Maybelline introducing male faces for their brands.

**47% of beauty product users say they shop from brands that promote diversity or inclusivity. (Mintel)**

Personal care and beauty brands – like direct-to-consumer brand Mattias – are embracing a minimalist package design aesthetic that appeals to a wide range of consumers. Companies are also challenging outdated stereotypes with their use of color. Boy Smells describes their Genderful™ products as “packaged in pink and conceived beyond the gender binary.” Berlin Packaging designed a custom bottle and closure for Boy Smells that eschews traditional perfume and cologne conventions to create something special for the brand.







## Beauty Wellness

The lines between beauty, health, and emotional well-being continue to blur. The desire for holistic wellness and self-care is leading to more multi-functional and hybrid products that combine physical, nutritional, mental, and emotional benefits and wellness experiences. The concept of beauty from within is resulting in the overlapping of personal care and consumer health. Brands are introducing supplements targeting men's grooming concerns, including products for hair and beard growth and skin health. Stuff That Matters is a new Australian brand focused on male mental health awareness. A portion of every sale helps fund young men's mental health initiatives through their charity partner, Man Cave.

The majority of global consumers cite “looking healthy” as what beauty means to them. (Euromonitor)



Packaging can optimize the user experience and be part of the self-care process. Brand design can promote a soothing and relaxing experience through color, font, graphics, and messaging. Soft-touch containers and smooth, seamless applicators can feel good when handling and applying personal care products. And [secondary packaging](#) can create more immersive and personalized experiences that deliver delight, like adding a special note or including unexpected elements.



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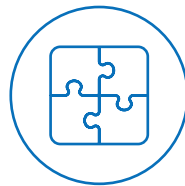
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