

6 New Trends Transforming Male Grooming

Description



[Image Credit](#)

Grooming is an excellent way to take good care of your body while boosting self-esteem. It's noteworthy that [male grooming](#) has significantly evolved, with more men becoming mindful of it. Today, many men are not embarrassed to go the extra mile to look their best. This shifting mindset has contributed to new and exciting trends transforming the male grooming industry. With a market size of [\\$74.8 billion](#), beauty routines are no longer the sole preserve of women. Here are a few trends leading the tall list in male grooming, from innovative products to advanced techniques.

1. Embracing the beard revolution

The beard revolution continues to gain momentum across all age groups. More men are getting comfortable with self-grooming and have effortlessly embraced this revolution. A few decades ago, sporting sideburns with a full beard and mustache was the trend. This appearance was believed to project men as more masculine and strong. Later, the full beard gave way to other sophisticated facial hair styles. Following the trend, you will notice that modern masculinity has returned to the past with a contemporary twist. Facial hair styling has become an art form, allowing you to express your individuality and sense of style. Therefore, if you sport a well-groomed beard, a neat mustache, or a sophisticated goatee, it is an excellent way of expressing your style and personality. In response to this trend, grooming brands have introduced a wide range of products specifically designed for beard care. Products like beard oils, balms, and waxes nourish and grow these facial hairs. Tools like precision trimmers and specialized beard brushes help you shape and style your facial hair to your preference.

2. Sustainable grooming

In recent years, sustainability has become a significant consideration in various industries. Grooming is not left out of the discussion especially considering that the beauty industry has listened to market calls for ethically-sourced and sustainable products. Research has shown that more men increasingly seek eco-friendly and green grooming products, with surveys revealing that people want to reduce the impact of personal products on the environment. The grooming industry's response is the creation of sustainable alternatives to satisfy growing market demand. That is why packaging is produced from recycled materials, biodegradable formulas, and cruelty-free testing. Bamboo toothbrushes, refillable shaving products, and natural ingredient-based grooming items are gaining popularity. By choosing sustainable grooming options, you will actively contribute to environmental waste reduction and support environmentally friendly practices.

3. Breaking traditional norms with male makeup

A few decades ago, a man wearing makeup was the talk of the town, but it's no longer the situation. Although a section of society may be unfamiliar with this trend, male makeup has infiltrated the mainstream beauty industry. It is steadily becoming popular, allowing interested men to experiment with cosmetics to enhance their features. You might be wrong if you thought only male models wear these in magazines and on the runway. Many are exploring male makeup for other reasons beyond achieving an overall polished look. Some men are uncomfortable with their skin blemishes and, therefore, would invest in makeup to hide them. Some of these products are tinted moisturizers or BB creams for a natural and even skin tone. Meanwhile, male concealers and color correctors also make waves as they help cover imperfections and dark circles. Additionally, brow gels and mascaras subtly define the eyebrows and lashes to help you appear well put together.

4. Scientific breakthrough cosmetics

More men now understand the importance of maintaining healthy and youthful-looking skin, leading to the rise of male skincare. The global skincare industry noticed the growing interest among men to look better than their contemporaries did a decade or more ago. This market discovery has led to the development of many skincare products specifically formulated for male skin. Today, you will find many skincare products targeting the tougher male skin, from cleansers to moisturizers, serums, and masks. Biologically, male skin is thicker and tougher, making it important to have specific skincare products that attend to that. Such trends have led to the development of products like [Dermacrine skin gel](#), which enhances male hormones while boosting fat-burning processes in the body. Therefore, if you are after lean muscle and strength, such products suit your needs.

5. Versatility in male hair care

Hair care is a crucial discussion that has gained ground in male grooming. Haircuts and styles have evolved beyond traditional norms, giving way to versatility and creativity. From buzz cuts to long locks, men explore different lengths, textures, and styles to suit their lifestyles. In response to this trend, the global hair care industry has flooded the market with many hair care products and styling tools, providing a wide variety. Whereas products such as volumizing powders and texturizing sprays were more popular for women, the male grooming industry has made these more available and easily accessible. On the market are also specialized hairdryers and styling brushes to provide precision and control during the styling process, helping many men experiment with different hairstyles to adapt their looks to suit their personalities. For those seeking traditional barbering with modern service, consider visiting professional [barbers in Canary Wharf](#) (or elsewhere) for haircuts, shaves, and hot towel treatments.

6. Increase in male-dominated online grooming communities

As more men become interested in their appearance, learning and sharing knowledge has become crucial. More men prefer to connect with like-minded people ready to share tips, recommendations, and insights into contemporary grooming routines. Moreover, the rise of online communities like social media has played a significant role in male grooming. These platforms have, over the years, become rich resources for new male grooming techniques and tools needed for them. The sense of community and camaraderie this presents makes joining these groups worthwhile. Suppose you want to learn new ways to build your grooming skills. In that case, you can search the internet to join [these online communities](#).

The world of male grooming has witnessed many fascinating trends, and if you're looking for some of the most current ways to take good care of yourself, it's not too late. Some trends highlighted above provide various male grooming options for your style and personality.

Date Created
2023/06/27