

Global Men's Health and Wellness Market:
Analysis By Type (Beauty and Personal Care,
Physical Activity, Health and Wellness Food,
Wellness Tourism and Others), By
Distribution Channel (Online and Offline), By
Region Size and Trends with Forecast up to
2030

August 2025



Global Men's Health and Wellness Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Dynamics

Competitive Landscape

Company Profiling

Global Men's Health and Wellness Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Men's Health and Wellness Market: Analysis By Type (Beauty and Personal Care, Physical Activity, Health and Wellness Food, Wellness Tourism and Others), By Distribution Channel (Online and Offline), By Region Size and Trends with Forecast up to 2030
Coverage	Global and Regional
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2025-2030
Competition in the Market	Fragmented
Key Players	Koninklijke Philips N.V., L'Oréal S.A., The Procter & Gamble Company, Unilever PLC, Herbalife Ltd, Nestlé S.A. (The Bountiful Company), Abbott Laboratories, Hims & Hers Health, Inc., Equinox Group, Amway Corp, David Lloyd Leisure Limited, Anytime Fitness Franchisor, LLC and Vitabiotics

Global Men's Health and Wellness Market: Coverage

Executive Summary

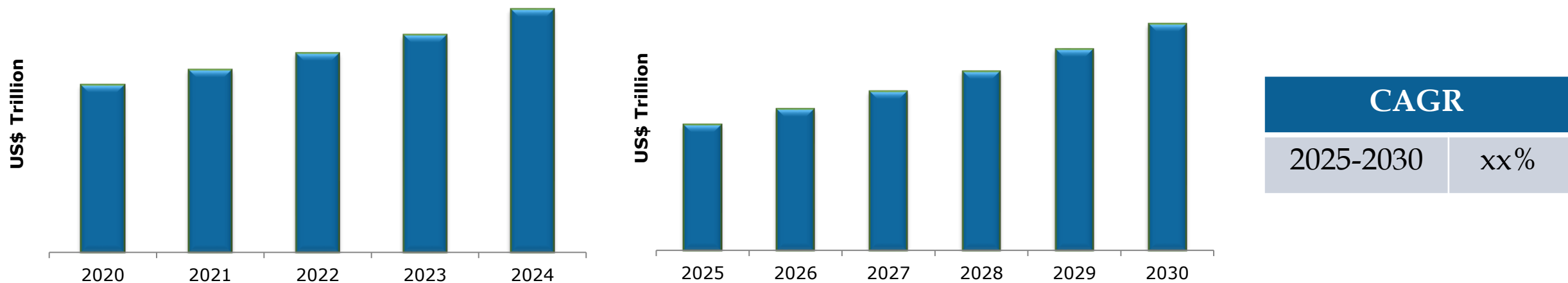
Men's health and wellness includes a broad and holistic approach to men's physical, mental and social well-being. Men are prioritizing wellness across multiple dimensions. From fitness adoption and frequenting boutique studios to integrative health practices and prioritizing self-care, men had a massive impact on the health and wellness industry. The global men's health and wellness market in 2024 was valued at US\$1.42 trillion. The market value is expected to reach US\$2.88 trillion by 2030, growing at a CAGR of 12.47% during the forecast period of 2025-2030.

The global men's health and wellness market can be segmented based on type (Beauty and Personal Care, Physical Activity, Health and Wellness Food, Wellness Tourism and Others); and distribution channel (Online and Offline). Beauty and Personal Care segment held majority of the market share in 2024, as emerging fashion trends and the influence of social media have gravitated men toward self-grooming and self-care, ignoring the gender binaries of such products and regimens as not being for men, which has led to the growth of beauty and personal care segment among men. North America is leading global men's health and wellness market by occupying majority of the market share.

The global men's health and wellness market observed progressive growth in the past few years and anticipations are made that during the forecasted period (2025-2030), the market would further augment at an escalating growth rate. Global men's health and wellness market is expected to increase due to escalating ecommerce, amplified disposable income, growing millennials and gen z men population, changing societal norms, rising awareness of skincare among men, rising popularity of wellness tourism, etc. Yet the market faces some challenges such as high cost of products, and services, societal stigma and perception, etc. Moreover, the market growth would succeed to various market trends like, rising demand for thermal & mineral springs and spas, integration of digital devices in the health and wellness industry, technological advancements, personalized nutrition plans, adaptogens and herbal supplements, rising awareness of mental health and mindfulness, celebrity endorsements and influencer marketing, sexual wellness, etc.

Men's Health and Wellness Market: Global Analysis

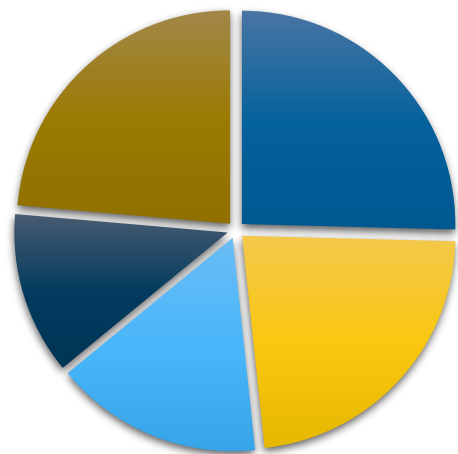
Global Men's Health and Wellness Market by Value



The global men’s health and wellness market valued at US\$.... trillion in 2024, increased as compared to US\$... trillion in 2023. The global men’s health and wellness market is anticipated to reach up to US\$... trillion by 2030, at a CAGR of%, from US\$... trillion in 2025.

Men's Health and Wellness Market: Global Analysis

Global Men's Health and Wellness Market by Type; 2024



Type	Share
Beauty and Personal Care	xx%
Physical Activity	xx%
Health and Wellness Food	xx%
Wellness Tourism	xx%
Others	xx%

Global Men's Health and Wellness Market by Distribution Channel ; 2024



Distribution Channel	Share
Online	xx%
Offline	xx%

Men's Health and Wellness Market: Global Analysis

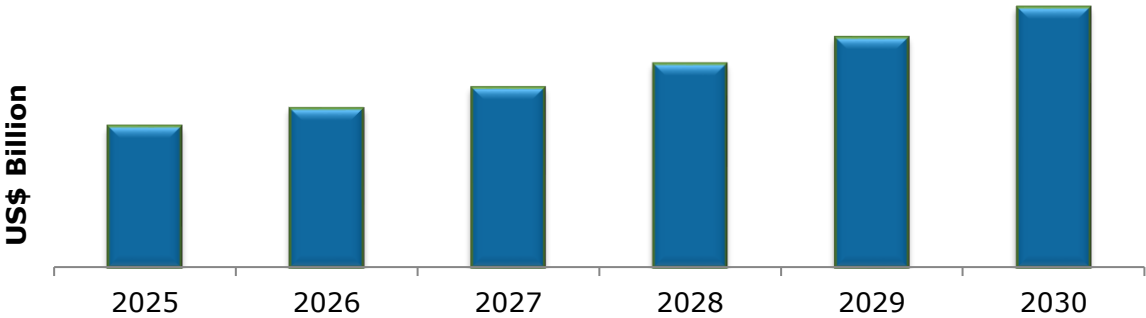
Global Men's Health and Wellness Market by Region; 2024



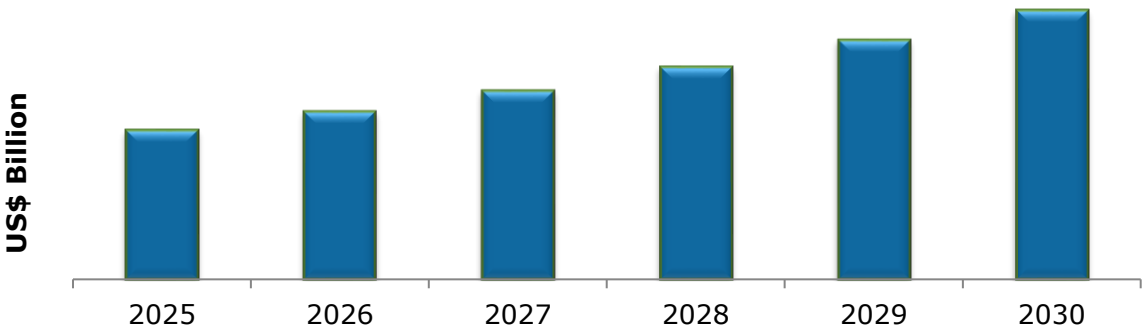
Regions	Share
North America	xx%
Europe	xx%
Asia Pacific	xx%
Rest of the World	xx%

Global Men's Health and Wellness Market: Type Analysis

Global Men's Beauty and Personal Care Health and Wellness Market by Value



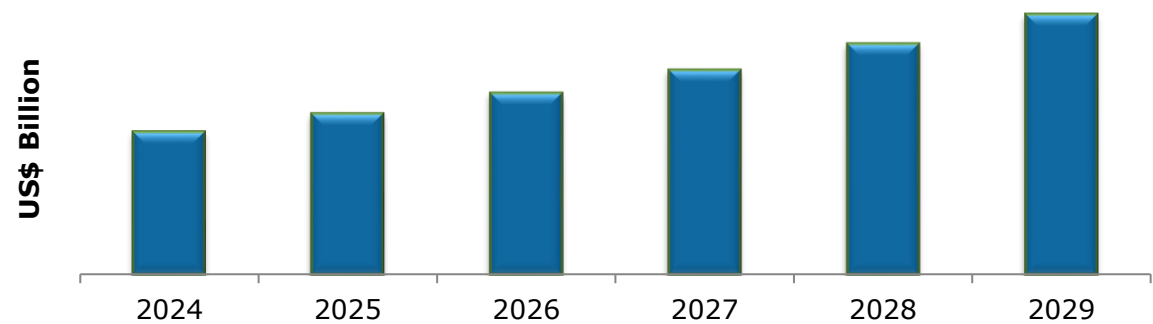
Global Men's Physical Activity Health and Wellness Market by Value



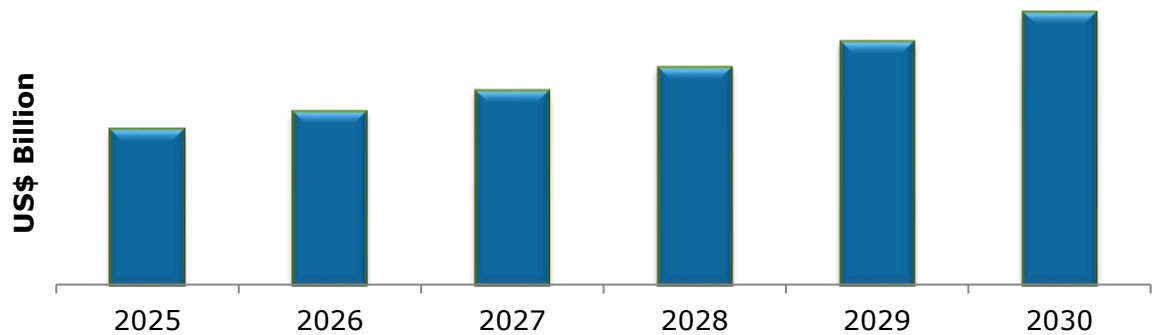
Type	CAGR
	(2025-2030)
Beauty and Personal Care	xx%
Physical Activity	xx%
Health and Wellness Food	xx%
Wellness Tourism	xx%
Others	xx%

Global Men's Health and Wellness Market: Distribution Channel Analysis

Global Men's Online Health and Wellness Market by Value



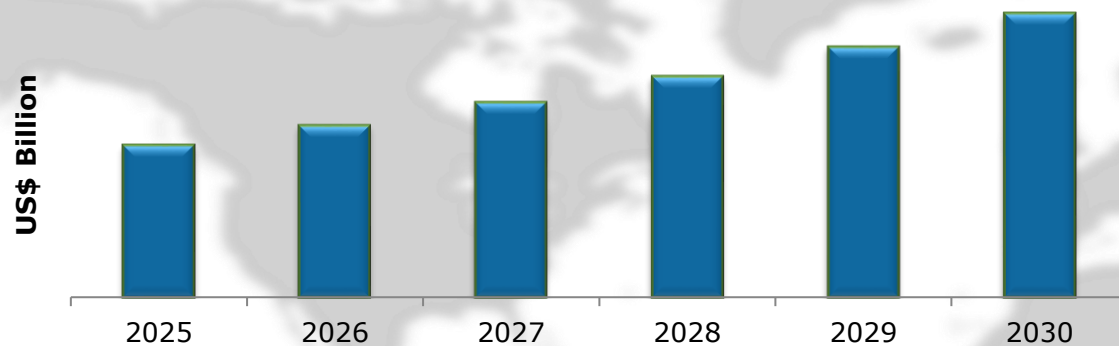
Global Men's Offline Health and Wellness Market by Value



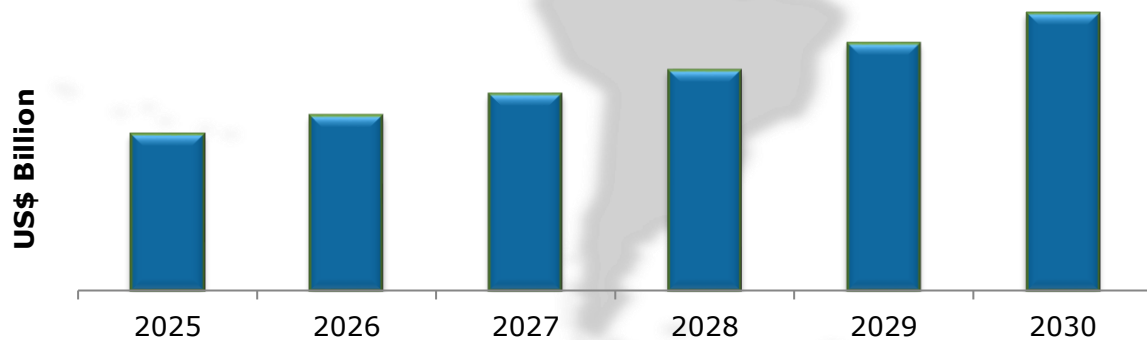
Distribution Channel	CAGR
	(2025-2030)
Online	xx%
Offline	xx%

Global Men's Health and Wellness Market: Regional Analysis

Asia Pacific Men's Health and Wellness Market by Value



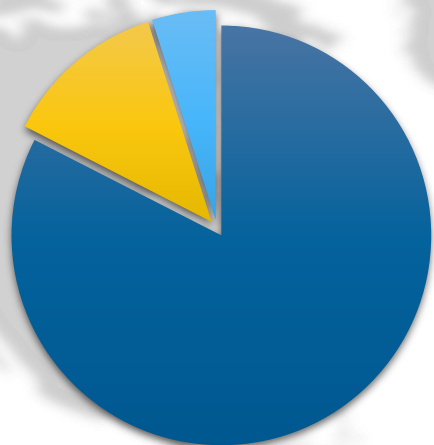
North America Men's Health and Wellness Market by Value



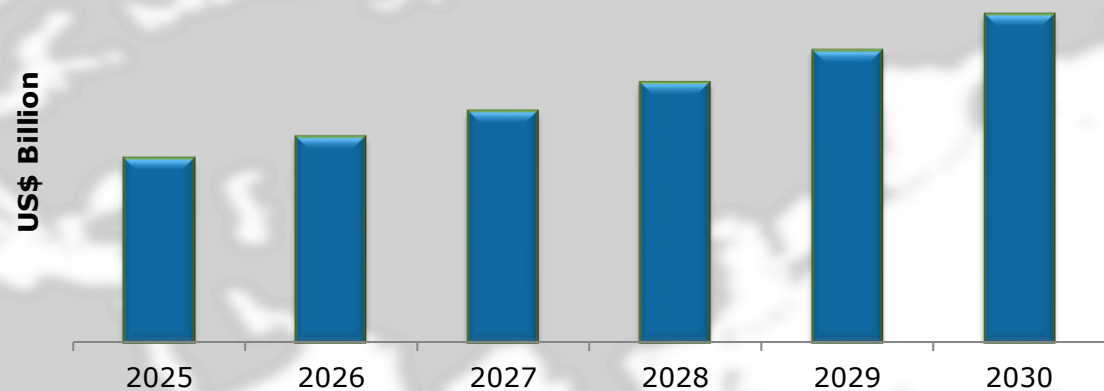
Regions	CAGR
	(2025-2030)
Asia Pacific	xx%
Europe	xx%
North America	xx%
Rest of the World	xx%

North America Men's Health and Wellness Market: Analysis

North America Men's Health and Wellness Market by Region;
2024



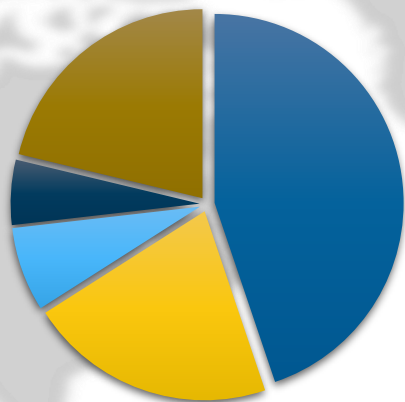
The US Men's Health and Wellness Market by Value



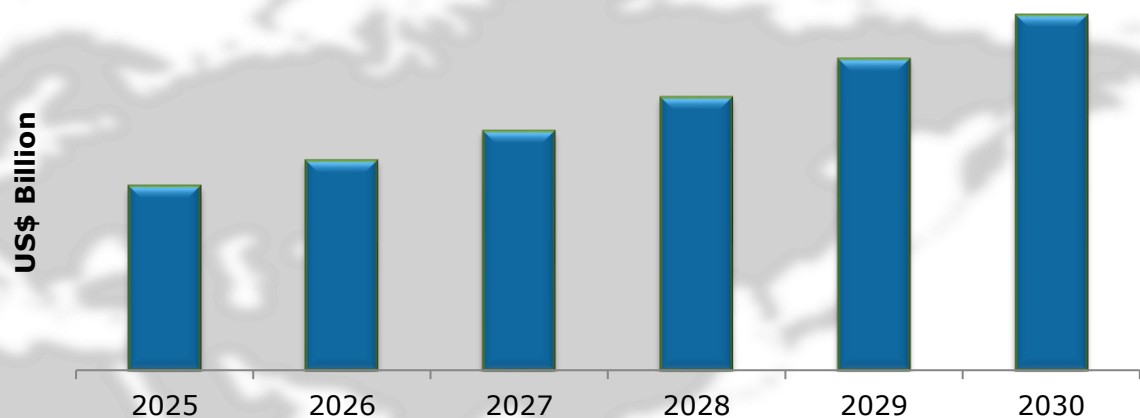
Region	Share	CAGR
		(2025-2030)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

Asia Pacific Men's Health and Wellness Market: Analysis

Asia Pacific Men's Health and Wellness Market by Region; 2024



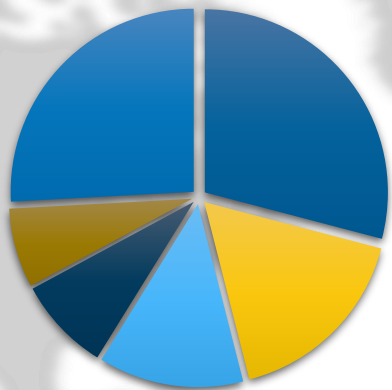
China Men's Health and Wellness Market by Value



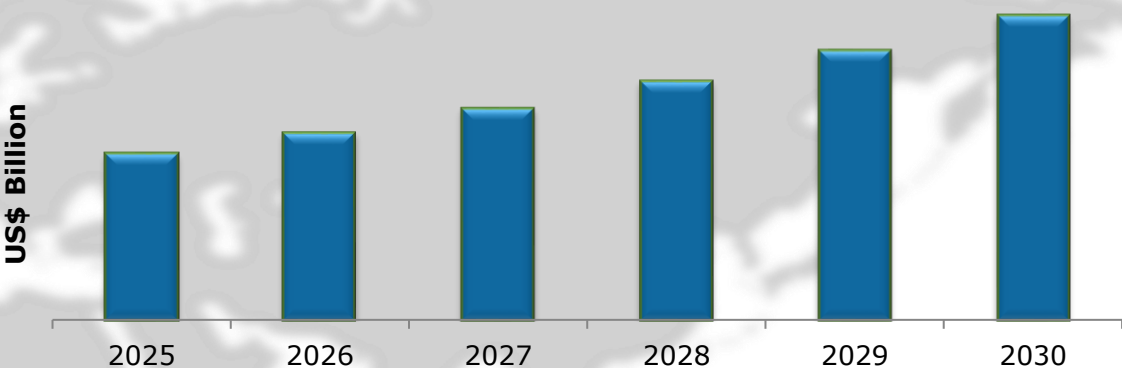
Region	Share	CAGR
		(2025-2030)
China	xx%	xx%
India	xx%	xx%
Japan	xx%	xx%
South Korea	xx%	xx%
Rest of Asia Pacific	xx%	xx%

Europe Men's Health and Wellness Market: Analysis

Europe Men's Health and Wellness Market by Region; 2024



Germany Men's Health and Wellness Market by Value



Region	Share	CAGR
		(2025-2030)
Germany	xx%	xx%
France	xx%	xx%
UK	xx%	xx%
Italy	xx%	xx%
Spain	xx%	xx%
Rest of Europe	xx%	xx%

Global Men's Health and Wellness Market: Dynamics



Global Men's Health and Wellness Market: Competitive Landscape

Players Profiled

- Koninklijke Philips N.V.,
- L'Oréal S.A.,
- The Procter & Gamble Company,
- Unilever PLC,
- Herbalife Ltd,
- Nestlé S.A. (The Bountiful Company),
- Abbott Laboratories,
- Hims & Hers Health, Inc.,
- Equinox Group,
- Amway Corp,
- David Lloyd Leisure Limited,
- Anytime Fitness Franchisor, LLC
- Vitabiotics,