



The Evolution of Men's Grooming

August 2023

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Key findings

STATE OF THE INDUSTRY

Men's grooming outperforms the broader beauty and personal care industry in 2022

Polarisation of per capita spend between developed and emerging markets

US drives global growth while China and India lag behind

Inflation affecting beauty and personal care players from all regions

Companies conscious of which categories consumers are willing to absorb higher prices

Male expenditure on BPC products rise in 2022 but inflation influences spending habits

CATEGORY PROSPECTS

Men's fragrances and men's skin care offer future market potential

Manscaping projected to ease future decline of men's shaving

Hygiene categories benefit from activities outside the home post COVID-19

Hair care expected to benefit from growing popularity of facial hair

Mature markets demanding advanced men's skin care products

Men's fragrances see potential in the premium sector, but hindered by unisex trend

More male consumers embrace using colour cosmetics for a more sophisticated grooming

EXPLORING THE MALE CONSUMERS

Men's grooming routine are becoming more sophisticated

Grooming and purchase behaviours vary among consumers in different countries and generations

Male consumers rely on trusted recommendations and show high brand loyalty

Increased skin care knowledge leads to specific demand for specialised products

Usage of hair loss treatments continues to grow beyond the pandemic

Social media contents influence and educate male consumers about colour cosmetics use

COMPETITIVE LANDSCAPE

Market fragmentation continues to fall across key markets

Top five players witness shares recede as fragrance competitors bounce back

Top 3 brands hold rank while brands associated with out-of-home activity witness growth

Unilever continues to heavily support Dove in western markets via product innovation

Shiseido launched skin care brand SIDEKICK targeting Gen Z male consumers in Asia

UK start-up War Paint continues to tackle colour cosmetic taboo among men

Chinese indie brand DearBOYfriend resonate with consumers as a lifestyle brand

RETAIL ENVIRONMENT

Channel shift to E-Commerce and beauty specialist for a variety of options and convenience

TikTok empowers marketing and sales of men's products to a vast young male user base

UK health and beauty specialists bolster male portfolios through indie brands

TOP TRENDS SHAPING FUTURE MEN'S GROOMING

Top trends provide unexplored market opportunities in men's grooming

Men's grooming to be challenged by genderless beauty brands

Growing male cosmetic surgery creates new demand on advanced post-care products

Spotlight: How is gamification developing within men's grooming?

Blurring of beauty and wellness: Opportunity for the establishment of "mega-brands"?

Gen Z to shape the future market with their digital-first feature and eagerness to explore

CONCLUSION

Key findings

The evolution of men's grooming

Opportunities and challenges co-exist in the future men's grooming market

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About Voice of Consumer: Beauty Survey

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