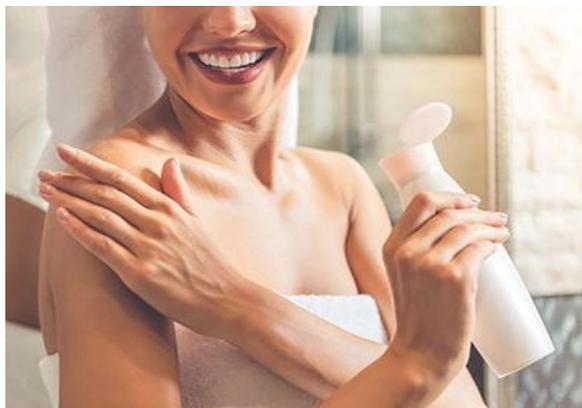


## Personal Care Consumer - US - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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"Despite the high market penetration of personal care products, there are opportunities for growth. While consumers are price sensitive, factors that influence consumer purchases including scent and product functionality could increase spend. To entice consumers to trade up to more expensive products, financial incentives like samples or coupons, are most convincing."   
- **Jana Vyleta, Health and Personal Care Analyst**

This report looks at the following areas:

- **Adults want short personal care routines**
- **Consumers experiment, which could limit loyalty**
- **Majority of shoppers are sensitive to price**

This Report covers a broad range of products within the personal care market. For the purposes of this report, Mintel has defined the personal care market as products used for regular grooming and hygiene including the following categories:

- **Haircare – shampoo, conditioner, hairstyling products, hair color**
- **Skincare – facial cleansers, facial moisturizers, specialty skincare products such as acne and anti-aging treatments, hand and body moisturizers, sun protection**
- **Body cleansing products – bar soap, liquid shower gel, bath products**
- **Shaving products**
- **APDO (antiperspirant/deodorant)**
- **Oral care**

Excluded from the scope of this report are beauty products (see Mintel's The Beauty Consumer – US, March 2016) such as:

- **Color cosmetics**
- **Fragrances**
- **Nail color and care**

Professional services are also excluded from the scope of this Report

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Men's interest in appearance brings opportunity

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