

# Men's Grooming - UK - June 2010

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## What is this report about?

Over the last three years the UK's £484 million men's grooming market has grown only marginally (3%) and with a small dip in 2009. This is in spite of rising interest in grooming and personal appearance among UK males, more information about grooming in the media, and the availability of a wider range of products.

It is far more common (and indeed acceptable) today for men to demonstrate an interest in personal appearance. Men's health magazines are growing in popularity, leading sports personalities use and promote men's grooming products, and there is more advertising of male-specific products. The core of the market remains focussed on essential areas such as deodorants, shampoos and shaving preparations, although facial moisturisers are becoming more popular, backed by high levels of innovation.

## What have we found out?

- Despite growing interest in personal appearance amongst men and a greater acceptability of using products such as skincare, over the last three years the UK's £484 million men's grooming market has grown only marginally, by just 3%.
- Men are reluctant to experiment with their appearance. Just one in ten often update their look. They don't like to spend too long on their appearance either with three out of ten men spending "hardly any time" on their appearance.
- Young men are of greatest value to the grooming market. Not only are they more experimental with their appearance and spend more time on grooming, but they are also more likely to use a wider range of products.
- The products that are most likely to be used on a daily basis -deodorants, shower gels and face creams - are also the most likely to have seen a drop in overall usage between 2008 and 2009. Recession and unemployment may explain this fall: a lack of routine or need to look professional could explain the slight decline in usage in the last year.
- Excluding bath, soap or shower products, more than a quarter of men only use regularly two different types of grooming product. Deodorants and shaving cream/gel are regular essentials. Although only using two types of product regularly, men may occasionally use other toiletries, such as moisturiser or hair styling products, as and when they feel they need to.
- Most men prefer to use a handful of favourite brands, particularly in facial cleansing, hair styling and deodorants. Brand loyalty is lowest in the basic toiletry sectors of shaving preps and deodorants, which are subject to heavy discounting and likely to be bought on best price.

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