

# Male Grooming and Personal Care Consumer (The) - UK - July 2010

Report Price: £1500 / \$2310 / €1793



## What is this report about?

This is the first time that Mintel has examined men's attitudes towards grooming and personal care. The report complements Mintel's reports Men's Grooming – UK, June 2010 and Men's Fragrances – UK, September 2010 and examines how men's attitudes towards the beauty and personal care industry can be built upon to drive interest in the sector and encourage continued product usage beyond employment and into retirement.

## What have we found out?

- Men are unengaged with the personal care market and three in ten believe such products to be completely unnecessary. Men tend to have a functional approach to the products that they use, which largely centres on maintaining personal hygiene.
- The recession has eroded brand loyalty and special offers are proven to be the most persuasive way to encourage a man to switch brands, especially in functional toiletries such as body wash and shampoo.
- Compared to women, men are less likely to know their hair or skin type, with twice as many men describing their skin type as 'normal'. Consequently, they have little interest in spending time browsing products to select those that meet a need they didn't know they had.
- Men are generally unimpressed with product claims and almost three in ten men pay no attention to the claims that beauty and personal care products make.
- Seven in ten men are worried about at least one aspect of their skin, such as spots, dry skin and wrinkles. As men age, they are more likely to have appearance concerns, the greatest jump typically comes when they reach the age of 35. Positioning products that prevent rather than treat these concerns, would help encourage men to be become regular long term users.
- NPD currently seems out of step with men's skincare concerns, given that just a third of men use face creams and lotions, and understanding men's skincare concerns can help direct new product innovation and increase product usage.

## Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

## Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to [oxygen@mintel.com](mailto:oxygen@mintel.com) or call one of our regional offices:

**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100