

## Men's Grooming and Shaving Products - UK - October 2011

Report Price: £1750 / \$2837 / €1995



"The over-45s are low volume users of male grooming products. With the ageing of the UK's population, more men need to be encouraged to maintain their grooming routines as they age and pass retirement age. Anti-ageing products that are marketed using well known personalities that older men can relate to, for example Gary Lineker, Colin Firth or Richard Hammond, will help to boost usage among these groups."

- Ricky Lakhani, Personal Care Analyst

### In this report we answer the key questions:

- How do men's attitudes towards their personal appearance and image differ to women's, and how could marketers better target men?
- What impact is changing facial fashions having on the shaving products market?
- What impact has Unilever's recent acquisition strategy had on market share in the male grooming market?
- What impact will changes to demographics of the population between 2011 and 2016 have on the male grooming market?

### Definition

This report covers the following male grooming sectors:

- Men's deodorants/antiperspirants
- Men's haircare products (shampoos, conditioners, colourants and hair styling products)
- Men's bath and shower products (ie shower gels and bath oils)
- Men's skincare (facial moisturisers and body lotions)
- Razors and blades
- Shaving preparations.

### Excluded

- Men's fragrances (eg aftershaves, colognes, pre-shaves). Please see Mintel's Men's and Women's Fragrances – UK, September 2011.
- Men's suncare products (ie self-tanners, after-sun)
- Depilatories
- Male use of unisex/family toiletries eg haircare (shampoos, conditioner, styling agents) and soap, bath and shower products.

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