

Men's Toiletries - UK - October 2012

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"Brand loyalty is the biggest strength of the male toiletries industry and maximising on this continues to be important for the market. Innovative marketing and strong communication are the main areas that brands need to be working on, making all the difference between a dynamic sales performance and a more lacklustre one."

– **Alexandra Richmond, Head of Beauty and Personal Care**

In this report we answer the key questions:

- How can brands most effectively reach the male consumer?
- Can companies maximise brand loyalty?
- Who should the male grooming brands be marketing to?
- Where is he shopping?

The men's toiletries market is set to grow in 2012 having risen steadily for the last five years. In 2012, the market will reach an estimated £574 million, up from £523 million in 2009. With the majority of men now using functional toiletries and nearly half of men using a moisturiser, the men's grooming market has come a long way but there is room for more regular use by consumers.

Smaller brands face the challenge of being up against the heavyweights of the grooming industry where brand loyalty is high and the industry as a whole is facing the challenges of an ageing male population. Younger consumers continue to dominate the market and are increasingly open to product innovation as well as improved marketing strategies, but the market needs to adapt to the male consumer's shopping style.

This report covers the following men's toiletries products:

- male-targeted bath and shower
- male deodorants and bodysprays
- male-targeted haircare – include hair growth products, eg Regain, and colour products, eg Just for Men
- shaving preparations
- men's skincare and talcum powder including men's body lotions and body toning gels
- men's depilatories (eg hair removal cream)
- self-tanning facial moisturisers for men.

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