

Men's Grooming and Toiletries - US - October 2012

Scope and Themes



“While there are no easy solutions to understanding the saturation point of the men’s grooming market, understanding the functional benefits that are desired by men and communicating those benefits in advertising will likely be the best way to resonate with this consumer.”

– Shannon Romanowski, Beauty & Personal Care Analyst

In this report we answer the key questions:

- **How can marketers increase appeal among men in segments that have traditionally seen low interest in male-specific products?**
- **How can companies keep older men engaged in the category beyond the basics?**
- **Is there a space for natural male-specific grooming products?**

The men’s grooming category managed to weather the economic recession better than most personal care categories due to a large influx of new product introductions in a category that, until recently, had seen little activity in “for men” products (particularly in segments like body care). The category is expected to reach more than \$3 billion in sales by the end of 2012, with growth predicted through 2017. Growth is likely driven by body care and deodorant, which provide functional benefits that are resonating with men. Growth is also being driven by older men becoming more concerned about their appearance, the growing population of Hispanic men, and men staying single longer.

Segments like facial skincare and haircare are relatively small when compared to the total market, which suggests that men don’t think “male-specific” products are necessary in these segments and feel that general market products are meeting their needs. Communicating

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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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the benefits of using facial skincare and haircare products in a way that resonates with men and speaks to the health and wellness aspects of the products (like SPF in moisturizer) will likely be the key to continued success in the category.

This report builds on the analysis presented in Mintel's *Men's Toiletries—U.S., September 2011*, and the November 2009, November 2007, June 2005, and June 2003 reports of the same title and *Men's Grooming—U.S., September 2010*.

This report covers the U.S. market for men's grooming products that are designated specifically for men. Mintel defines the men's grooming market as any of the following products that are marketed specifically or by their positioning primarily, to men:

- Deodorants and antiperspirants
- Haircare products (includes hair color and styling products)
- Facial skincare products
- Body care (ie, shower gels)
- Shaving products/aftershaves (ie, shaving creams, gels, lotions)

Note: colognes, talcs, and fragrance are included in SymphonyIRI data as part of the aftershave segment but those products are not the focus of this report. See Mintel's *Fragrances—U.S., September 2012* for more information on men's fragrances.

The market/sales data of this report includes only products specifically designated for men, but the consumer section includes any product usage (general market or male-specific). The following are **excluded** from the scope of this report:

- Razors and blades (see Mintel's *Shaving and Hair Removal—U.S., October 2011*).
- Grooming supplies, including scissors for grooming or shaving head and face, electrical shavers, and personal trimmers

Value figures throughout this report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.

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