

## Men's Toiletries - UK - October 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Post-recession, the male toiletries consumer remains intent on saving money on day-to-day purchases, and fashion trends continue to stunt certain markets such as shaving and hair removal. As a result the market has plateaued, however a number of opportunity areas exist for brands such as catering to a tween audience, the emerging body care segment and premium brand extensions.”  
 – Charlotte Libby, Senior Beauty Analyst

### This report looks at the following areas:

- The male toiletries market must appeal to an ageing consumer
- Sport and exercise shapes the market
- Male grooming brands should explore extensions into new segments

Men's skincare continues to perform strongly and has prevented the market from slipping into decline in recent years. The user base of products continues to grow, with men exploring body care products as well as facial skincare. These areas of interest can be harnessed by the category, with more products designed specifically for the growing numbers of tween and senior consumers, or products to appeal to the increasing number of men interested in fitness and exercise.

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