

## Men's Personal Care - US - October 2014

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“The men’s personal care category is expected to grow steadily due to men’s continued reliance on personal care staples, such as APDO and shaving products, which have traditionally been segmented by gender. Companies can accelerate market growth by encouraging men to trade up to male-specific products that offer them new functional benefits and attributes.”

- Gabriela Elani, Home & Personal Care Analyst

### This report looks at the following areas:

- Men value function and simplicity
- Improve the shopping experience
- Increase engagement with Black and Hispanic males

Future growth will be driven by men’s continued preference for personal care staples that have traditionally been segmented by gender, specifically APDO (antiperspirant/deodorant), shaving products, and bathing products. To grow this category at an accelerated pace, brands should continue to integrate new benefits and attributes into male-specific products in order to enhance product function as well as to encourage men to trade up to male-specific offerings.

This report builds on the analysis presented in Mintel’s *Men’s Personal Care – US, October 2013* as well as *Men’s Toiletries – US, October 2011* and previous reports with this same title in November 2009, November 2007, June 2005, and June 2003. It also builds on the *Men’s Grooming – US, September 2010* and the *Men’s Grooming and Toiletries – US, October 2012* reports.

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