

## Men's Toiletries - China - October 2014

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“The men’s toiletries market has been growing fast in the past few years, mainly driven by the men’s facial care segment. Other segments, such as men’s haircare and men’s bodycare also see potentials to grow, as there is still large scope for turning those male consumers who use unisex/ women’s products into men’s products users.”

– Linda Li, Senior Research Analyst

### This report looks at the following areas:

- Driving men’s engagement in men’s toiletries
- Opportunities for offering simplified grooming experiences to males
- Think in men’s way

The men’s toiletries market in China has grown rapidly in the past few years, especially driven by the fast growth of the men’s facial skincare segment. The men’s facial skincare segment was growing twice as fast as the women’s sector over 2011-13.

However, the growth has witnessed a slight slowdown from 2012. The slow adoption journey of men’s toiletries among male consumers and the low spending power of younger consumers are the barriers that marketers need to address.

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### Issues and Insights

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The implications

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