

## Men's Haircare - UK - April 2015

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

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“New product development in the Men’s haircare category has seen an overall decline, despite trends in men’s hair styles favouring higher maintenance longer hair. With longer hair trends looking set to stay, haircare brands can do more to offer products that reflect the latest fashions.”  
– Roshida Khanom, Senior Personal Care Analyst

### This report looks at the following areas:

- New launches have shown a decline
- Young men want more specific help
- Build-up on hair may be driving down sales of conditioner
- Dry shampoo could be positioned as a styling aid

The Men’s haircare category has shown modest growth in 2014, despite declines in both launch activity and advertising spend. Men show high frequency of usage when it comes to styling products, with just over a third of users of styling products using them once a day or more. Younger men in particular show high usage across haircare products, and with longer hairstyles in fashion, there are new opportunities for innovation and product positioning to this demographic.

Education will be essential to boost further growth in this market, with almost 40% of non-users of some/all haircare products agreeing that their hair does not need styling regularly and just under a quarter only using haircare products when they think their hair needs it. In addition, almost half of male haircare users agree that men’s and women’s haircare products do the same thing. Men also show concern when it comes to haircare products, with just over two thirds of users agreeing that using too many products is damaging to hair.

Within this report we investigate men’s hair types and concerns, haircare products used and frequency of usage. We also investigate the preference for using budget vs prestige brands, interest in new innovations and attitudes towards haircare, as well as reasons for not using some/all haircare products.

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## Table of Contents

### Introduction

Products covered in this report

Abbreviations

### Executive Summary

Men's haircare sees modest growth

Figure 1: UK best- and worst-case forecast for the UK men's haircare market, 2009-19

Men show greater interest in their health and appearance

Recent years see decline in new launches

Figure 2: New launches in the UK men's haircare market, branded vs own-label, 2011-14

Working men have a greater range of products

Figure 3: Haircare products currently used, February 2015

Conditioning offers innovation opportunities

Figure 4: Interest in new innovations, February 2015

What we think

### Issues and Insights

New launches have shown a decline

The facts

The implications

Young men want more specific help

The facts

The implications

Build-up on hair may be driving down sales of conditioner

The facts

The implications

Dry shampoo could be positioned as a styling aid

The facts

The implications

### Trend Application

Trend: Fauxthenticity

Trend: Guiding Choice

Trend: Nouveau Poor

### Market Drivers

Key points

Rise in young professionals

Figure 5: Trends in age structure of the UK male population, 2009-19

Men more involved in their appearance

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Figure 6: Young men's usage of beauty/personal care products in the past 12 months, August 2014 and October 2014

## Inside out beauty

Figure 7: Retail value sales of vitamins and supplements, by segment, 2012/13 and 2013/14

## Men still want simplicity

Figure 8: Attitudes towards men's toiletries, July 2014

## Who's Innovating?

### Key points

#### Innovation sees a decline

Figure 9: New launches in the UK men's haircare care market, branded vs own-label, 2011-14

Figure 10: Example of own-label launch in men's haircare, 2014

#### Men are largely uncatered for

Figure 11: New launches in the UK men's haircare care market, by sub-category, 2011-14

#### Moisturising/hydrating claims are most popular

Figure 12: New product launches in the UK men's haircare market, by top product positioning claims, 2014

Figure 13: Examples of moisturising/hydrating launches in men's haircare, 2014

#### Botanical/herbal sees a decline

#### Unilever leads launches

Figure 14: New product launches in the UK men's haircare market, by top companies, 2014

Figure 15: Examples of launches by unilever and hairbond, 2014

## Market Size and Forecast

### Key points

#### Launch activity boosts growth historically

Figure 16: UK retail value sales of men's haircare, at current and constant 2014 prices, 2009-19

#### Modest growth predicted

Figure 17: UK best- and worst-case forecast for babies' and children's personal care, nappies and wipes, 2009-19

### Forecast Methodology

## Segment Performance

### Key points

#### Conditioner sees the biggest decline in value

Figure 18: UK retail value sales of men's haircare, by category, 2013-14

## Companies & Products

### L'Oréal

#### Background and structure

#### Strategy and financial performance

Figure 19: L'Oréal (UK) Ltd financial performance, 2012-13

#### Product range and innovation

#### Marketing and advertising

### Unilever

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

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## Background and structure

### Strategy and financial performance

Figure 20: Key financials for Unilever UK Limited, 2012-13

### Product range and innovation

Figure 21: Examples of new product launches by Unilever in the men's haircare market, January 2014-March 2015

## Marketing and advertising

### Johnson & Johnson

#### Background and structure

#### Strategy and financial performance

Figure 22: Johnson & Johnson Limited financial performance, 2012-13

### Product range and innovation

### Marketing and advertising

### Revlon

#### Background and structure

#### Strategy and financial performance

Figure 23: Revlon financial performance, consumer segment only, 2013-14

### Product range and innovation

## Brand Communication and Promotion

### Key points

#### Decline in overall advertising spend

Figure 24: Main monitored media advertising spend on men's haircare, January 2012-February 2015

#### A handful of brands make up advertising spend

Figure 25: Main monitored media advertising spend on men's haircare by brand/company, 2014

#### TV makes up the bulk of advertising spend

Figure 26: Main monitored media advertising spend on men's haircare by media type, 2014

## Brand Research – Men's Haircare

### Key points

#### Brand map

Figure 27: Attitudes towards and usage of selected brands, January 2015

#### Key brand metrics

Figure 28: Key metrics for selected brands, January 2015

#### Brand attitudes: Alpecin's caffeine inclusion promotes innovative image

Figure 29: Attitudes, by brand, January 2015

#### Brand personality: Two most used brands enjoy greatest perception of accessibility

Figure 30: Brand personality – macro image, January 2015

#### Brylcreem's history leads to an old-fashioned brand image

Figure 31: Brand personality – micro image, January 2015

### Brand analysis

Head & Shoulder's anti-dandruff purpose promotes caring, trustworthy associations

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Figure 32: User profile of Head & Shoulders, January 2015

Alpecin has a dynamic, innovative brand image

Figure 33: User profile of Alpecin, January 2015

VO5's accessibility likely to boost usage, but lacks strong point of difference

Figure 34: User profile of VO5, January 2015

Brylcreem's history influences a more old-fashioned brand image

Figure 35: User profile of Brylcreem, January 2015

ManCave entry into Boots and Sainsbury's should boost strength of image

Figure 36: Demographic breakdown of awareness of ManCave, January 2015

### Channels to Market

Key points

Grocery multiples take two thirds of sales

Figure 37: UK retail value sales of men's haircare, by outlet type, 2013-14

### The Consumer – Hair Type and Concerns

Key points

Young men are more likely to have curly hair

Figure 38: Hair type, February 2015

Sebum production promotes oily hair in young men

Men consider their hair healthy

Older men have fewer concerns

Figure 39: Hair concerns, February 2015

Hair thinning and hair loss are the biggest concerns

Young men are concerned about condition

### The Consumer – Haircare Products Used

Key points

Men in larger households may be sharing products

Figure 40: Haircare products currently used, February 2015

Working men more likely to use 2-in-1 shampoo and conditioner

Figure 41: Haircare products currently used, February 2015

Young men use a greater range of products

### The Consumer – Frequency of Use

Key points

Younger men shampoo frequently...

Figure 42: Frequency of product usage, February 2015

Styling shows the highest frequency

### The Consumer – Shopping for Haircare Products

Key points

The majority of men stick to mass market brands

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

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Figure 43: Hair product brand preference, February 2015

## The Consumer – Reasons for Non-Usage

### Key points

Non-users cite lack of need as a reason

Figure 44: Reasons for not using haircare products, February 2015

Money is also a barrier

## The Consumer – Interest in NPD

### Key points

Hair growth/thickening products show high interest

Figure 45: Interest in new innovations, February 2015

Styling with conditioning benefits presents opportunities

Low interest in personalised products/services

## The Consumer – Attitudes towards Men's Haircare

### Key points

Men are worried about ingredients

Figure 46: Attitudes towards men's haircare, February 2015

Image is important to men of all ages

Men's hair is different

The price barrier

Own-label opportunities

## The Consumer – Cluster Groups

### Key points

Figure 47: Cluster groups, February 2015

Urban Dwellers, 37% of men

Natural Seekers, 35% of men

Back to Basics, 28% of men

## Appendix – Segment Performance

Figure 48: UK price per unit of men's haircare, by category, 2013-14

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