

Men's Facial Skincare - UK - May 2015

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

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“The high proportion of men describing their skin as neutral presents opportunities in the market for better diagnostic tools and more help for men to identify their skin’s needs and products suited to them. Male-specific expertise is important, with most men choosing and purchasing their own skincare products.”
 – Roshida Khanom, Senior Research Analyst

This report looks at the following areas:

- Men don't know their own skin
- Men want male expertise
- Anti-ageing products: Prevention rather than cure
- Growing urbanisation offers opportunities

The men's facial skincare market has shown fluctuation in recent years, however strong growth in 2013 and incremental growth in 2014 bode well for the market, taking value sales to over £95 million. Men are largely taking responsibility for their own skincare, with over 60% choosing their own skincare products and over half purchasing their own products. As such, brands with a strong heritage in male skincare have fared well in 2015.

Education is a key factor to ensure growth in this category, with the majority of men describing their skin as neutral across a number of attributes (eg when describing whether their skin is clear or acne prone, half describe it as neutral) and almost 40% of men agreeing that men's skin does not need as much care as women's.

Within this report we investigate men's facial skin type, skin concerns and skincare routines as well as purchase of facial skincare products and attitudes towards skincare.

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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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