

## Men's Personal Care - US - October 2015

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The men's personal care market has remained relatively flat, with the biggest gains seen in the skincare segment, which is now beginning to stabilize.

### This report looks at the following areas:

- Market stabilizes after strong gains in 2014
- Brands challenged by product launches, increased competition
- Men focus on functional staples, report lower use of discretionary items

Looking forward, strong haircare sales will be the biggest driver in the market due to product launches among popular men's brands as well as men's increasing participation in the segment, helping the market to overcome a struggling shaving products/aftershave segment. Brands can benefit by focusing on products that help to simplify personal care routines, as well as by using spokespeople whom everyday men can relate to.

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### DID YOU KNOW?

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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