

Men's Facial Skincare - UK - May 2016

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

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“Sales growth has slowed in the male facial skincare market. The core demographic is declining in number and older men remain apprehensive of using facial skincare products. Male facial hair is now a mainstream trend and is limiting use of products.”

– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Expanding the male facial skincare routine
- Impact of the beard trend

The male facial skincare market was considered buoyant in 2013, following a host of innovation and men moving towards a more elaborate grooming routine. However, two years on, the market shows signs of stalling, posting only 1.3% annual growth in 2015 to £104 million. Recruitment has not expanded significantly, and existing users in the category have not widened their product repertoires, challenging sales in the market.

As fashion remains skewed towards facial hair, the market is further tested by a reduction in usage occasions, as the majority of men apply products post-shave. Product innovation in the beard care market can go some way to returning sales growth; however, this must be matched with marketing to convince men of the need to use specifically designed facial care products and not alternatives such as shower gel.

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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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