

## Men's Facial Skincare - UK - June 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The men’s facial skincare category shows evidence of having reached its peak, with a plateau in value in 2016 and an estimated decline in 2017. With NPD falling, there is little to entice new users to enter the sector, whilst low usage frequency amongst existing users is further stifling the value of the category.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

- **Retailers are not engaging men**
- **Men are sticking to simple skincare regimens**
- **Disinterest could be driven by confidence**

### Products covered in this Report

For the purposes of this Report, Mintel has used the following definitions:

Mintel’s definition of facial skincare includes the following types of products targeted exclusively at men:

- **Moisturisers/treatments**
- **Cleansers, including scrubs, washes, wipes**
- **Masks**
- **Specialised products such as lip balms, eyecare.**

Bodycare products are excluded from this Report but are covered in the Mintel’s Hand, Body and Footcare – UK, April 2017 Report.

Please note that for the ease of market categorisation from a product and brand perspective, this Report refers to premium and mass products. For the purpose of this Report:

- **Top-end prices and high brand status define prestige products. They are typically sold behind the counter in department stores with specialised sales assistants.**

Mass products are more typically priced at the lower end of the spectrum, and are sold in self-serve formats in mass-retail outlets including supermarkets, chemists and discount stores.

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