

Men's Facial Skincare - UK - July 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The market decline continues as men shrink their skincare regimes. While they look to brands they know to give them affordable options and educate them, big manufacturers are concentrated elsewhere. The advertising narrative needs to appeal to new priorities among men”
- Alex Fisher, Senior Beauty Analyst

This report looks at the following areas:

- Beards drive involvement
- Budget concerns
- Men left in the dark

The men's facial skincare market is expected to decline as men continue to shrink their skincare regimes. Unaware of many aspects of their skin, men look to brands they know to give them affordable options and educate them, but the success of women's skincare means big manufacturers have shifted their focus here.

This has left room for smaller male-specific brands to flourish; changing the way they talk to men about skincare to reflect their changing priorities, simplifying product ranges, communicating about skin health, and continuing to innovate in the growing segment of beard care. As beards seem to be a driver for engagement in the category, they need to feature more heavily in skincare advertising.

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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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