

Men's Attitudes towards Haircare and Skincare - UK - September 2019

Report Price: £2195 | \$2995 | €2600

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

This report looks at the following areas:

Men turn to their peers for inspiration for their hair and skincare, suggesting that brands and retailers can do more to encourage conversation, whilst the relatively low influence of social media bloggers/vloggers highlights opportunities for brands to position themselves as the experts in men's hair and skincare.

- Male brands should reassert their expertise
- Retailer engagement can take the focus from price



“Although men are engaged in their beauty and grooming routines and show high purchase of hair and skincare products, brands and retailers are still not capitalising on male interest in these categories. Despite high interest in male brands, mass-market retailers continue to have limited availability of male-specific lines.”

– Roshida Khanom, Category Director – BPC

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know
- Products covered in this Report

EXECUTIVE SUMMARY

- The market
- Older men continue to pose a challenge
- Clean beauty can appeal to men
- The consumer
- Men prefer male or unisex brands in haircare
Figure 1: Usage of haircare products, May 2019
- Male-only brands are important in facial skincare
Figure 2: Usage of facial skincare products, May 2019
- Men turn to their friends
Figure 3: Sources of inspiration for facial/hair appearance, May 2019
- Men take purchase responsibility
Figure 4: Purchase of hair/skincare products, May 2019
- Price is important
Figure 5: Hair/skincare purchase influencers, May 2019
- Creatures of habit
Figure 6: Hair/skincare behaviours, May 2019
- Scepticism towards premium brands
Figure 7: Attitudes towards hair/skincare, May 2019
- What we think

ISSUES AND INSIGHTS

- Male brands should reassert their expertise
- The facts
- The implications
- Retailer engagement can take the focus from price
- The facts
- The implications

THE MARKET – WHAT YOU NEED TO KNOW

- Older men continue to pose a challenge
- Men trust traditional expertise
- Younger men enjoy their beauty products
- Speedy formats could appeal to men
- Men are looking for clean and sustainable solutions

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

MARKET DRIVERS

- **Older men will continue to pose a challenge**
Figure 8: Trends in the age structure of the UK male population, 2013–23
- **Reduced buying behaviours could impact men's categories**
Figure 9: Beauty/grooming shopping habits, April 2018–April 2019
- **Men value traditional experts**
Figure 10: Sources of BPC information amongst men, May 2018
- **Younger men are increasingly engaged**
Figure 11: Spending longer on beauty and grooming routines in the last 12 months, by age and gender, February 2019
Figure 12: Ouai After Sun Body Soother, US 2019
- **Time is important**
- **Men want 'clean'**
Figure 13: Important factors for a beauty/grooming routine amongst men, February 2019
- **Gen Z are not prioritising moisturiser**
Figure 14: Male Gen Z's usage of beauty and grooming products, June 2019

COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- **Haircare sees increased innovation**
- **Increased range extensions in haircare**
- **Facial skincare sees new products in 2018**
- **Brightening claims increase in facial skincare**
- **Men's facial skincare sees declined advertising spend**
- **Haircare sees a rise in advertising spend**
- **Bulldog sees new users**

LAUNCH ACTIVITY AND INNOVATION

- **Haircare**
- **Rise in haircare NPD in 2018**
Figure 15: New product development in the men's haircare category, by product type, January 2016–July 2019
- **Personalisation trend targets men**
Figure 16: Personalised haircare, 2018
- **Haircare sees more range extensions**
Figure 17: New product development in the men's haircare category, by product type, January 2016–July 2019
- **Hemp and CBD trend in haircare**
Figure 18: NPD including hemp, January–June 2018
- **Antioxidant claims are on the rise**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Figure 19: Percentage point increase of top claims in the men's haircare category in 2018, 2017-18

Figure 20: Moisturising/hydrating launch, February 2019

- **Keune Haircosmetics and L'Oréal lead NPД**

Figure 21: New product development in the men's haircare category, by top ultimate companies and others, 2018

Figure 22: Example of a 1922 by J.M. Keune launch, 2018

- **Facial skincare**

- **Facial skincare continues to see NPД in 2018**

Figure 23: New product development in the men's facial skincare category, by product type, January 2016-July 2019

Figure 24: Boy de Chanel lip balm, 2018

Figure 25: Examples of anti-pollution launches, 2018

- **Brightening/illuminating claims see the biggest rise**

Figure 26: Percentage point change of top claims in the men's facial skincare category in 2018, 2017-18

Figure 27: Examples of eyecare launches, January 2018

- **Brands launch more specialised skincare in 2018**

Figure 28: New product development in the men's facial skincare category, by top ultimate companies and others, 2018

Figure 29: Lab Series Skincare for Men instant digital moisturiser, November 2018

- **Revlon moves from hair to skin**

Figure 30: American Crew Acumen Energizing Hydrating Gel, November 2018

ADVERTISING AND MARKETING ACTIVITY

- **Facial skincare**

- **Decline in advertising spend in men's facial skincare**

Figure 31: Total recorded above-the-line, online display and direct mail advertising expenditure on men's facial skincare, by media type, January 2016-April 2019

- **Beiersdorf and L'Oréal lead advertising spend on skincare**

Figure 32: Total recorded above-the-line, online display and direct mail advertising expenditure on men's facial skincare, by ultimate companies, 2018

- **Haircare**

- **Haircare sees increased advertising**

Figure 33: Total recorded above-the-line, online display and direct mail advertising expenditure on men's haircare products, by media type, January 2016-April 2019

- **P&G dominates advertising spend in haircare**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Men's Attitudes towards Haircare and Skincare - UK - September 2019



Report Price: £2195 | \$2995 | €2600

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

Figure 34: Recorded above-the-line, online display and direct mail advertising expenditure on men's haircare products, by ultimate company, 2018

- **Nielsen Ad Intel coverage**

BRAND RESEARCH

- **Brand map**

Figure 35: Attitudes towards and usage of selected brands, June 2019

- **Key brand metrics**

Figure 36: Key metrics for selected brands, June 2019

- **Brand attitudes: mass-market brands offer value for money**

Figure 37: Attitudes, by brand, June 2019

- **Brand personality: Bulldog is fun**

Figure 38: Brand personality – Macro image, June 2019

- **Kiehl's is considered natural**

Figure 39: Brand personality – Micro image, June 2019

- **Brand analysis**

- **L'Oréal Elvive Men scores high for trust**

Figure 40: User profile of L'Oréal Elvive Men, June 2019

- **Bulldog gains new followers**

Figure 41: User profile of Bulldog, June 2019

- **VO5 is trusted**

Figure 42: User profile of VO5, June 2019

- **Kiehl's is exclusive**

Figure 43: User profile of Kiehl's, June 2019

- **ManCave has low usage and trust**

Figure 44: User profile of ManCave, June 2019

- **Old Spice is innovative**

Figure 45: User profile of Old Spice, June 2019

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Male brands are important**
- **Men turn to friends/family**
- **Men buy their own products**
- **Ethical considerations are important**
- **Men stick to simple routines**
- **Scepticism of premium brands**
- **Offer a helping hand**

USAGE OF HAIRCARE PRODUCTS

- **Male or unisex brands preferred in haircare**

Figure 46: Usage of haircare products, May 2019

- **Male brands preferred for styling**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

USAGE OF FACIAL SKINCARE PRODUCTS

- **Male-only brands are important in skincare**
Figure 47: Usage of facial skincare products, May 2019
- **Young men are involved in their skincare**

SOURCES OF INSPIRATION

- **Men are influenced by people they know**
Figure 48: Sources of inspiration for facial/hair appearance, May 2019
- **TV is more influential than social media**
Figure 49: Sources of inspiration for facial/hair appearance, by age, May 2019
- **Male campaigns should be more diverse**

PURCHASE OF HAIR AND SKINCARE PRODUCTS

- **Men show purchase responsibility**
Figure 50: Purchase of hair/skincare products, May 2019
- **Men are influenced by price**
Figure 51: Hair/skincare purchase influencers, May 2019
- **Added benefits appeal to men**
Figure 52: Selected hair/skincare purchase influencers, by age, May 2019
- **Men consider ethics**
Figure 53: Selected hair/skincare purchase influencers related to ethical considerations, by age, May 2019

HAIR AND SKINCARE BEHAVIOURS

- **Creatures of habit**
Figure 54: Hair/skincare behaviours, May 2019
- **Time is of the essence**
Figure 55: Agreement with using multipurpose products, by age, May 2019
- **Turning to others**

ATTITUDES TOWARDS HAIR AND SKINCARE

- **Scepticism towards premium brands**
Figure 56: Attitudes towards hair/skincare, May 2019
- **The pressure is on**
Figure 57: Agreement that men are under just as much pressure as women to maintain their appearance, by age, May 2019
- **Men still want some help**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £2195 | \$2995 | €2600

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

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- Abbreviations
- Consumer research methodology

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.