

# Marketing to Men - UK - February 2020

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's love of sports can be used to inspire them to live healthier lives
- Men and the feminist voice in society and advertising

Changes in the age profile of the UK male population, as well as shifts in living and working patterns among men, are creating challenges and opportunities for marketers. The greying of the male population means it is essential for brands to ensure older men are included and appropriately portrayed in marketing campaigns.



"Marketers are often tempted to use aspirational themes in advertising to grab attention and create excitement about brands, however, because this approach can often be so out of sync with men's actual lives, its impact may not always be very long lasting."

- George Zaborowski, Senior Financial Services Analyst

## Buy this report now

Visit [store.mintel.com](https://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

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

## Table of Contents

### OVERVIEW

- **What you need to know**

### EXECUTIVE SUMMARY

- **The market**
- **The male population is greying**  
Figure 1: Trends in the age structure of the UK male population, 2014-24
- **More and more younger men are living on their own**
- **Financial confidence among over-65 males high going into the New Year**
- **Most men in the UK are overweight**
- **The consumer**
- **Sports the number one interest**  
Figure 2: Men’s top hobbies and interests, October 2019
- **Men likely to turn to online resources for health advice**  
Figure 3: Where men would look for different types of health advice, October 2019
- **Men most want to be seen by others as trustworthy and friendly**  
Figure 4: Characteristics men hope to be associated with by others, October 2019
- **Musical art forms the most attractive for men**  
Figure 5: Men’s engagement with traditional “high-art” forms, Correspondence Analysis, October 2019
- **Men want to be included in the gender equality discussion**  
Figure 6: Men’s attitudes towards gender and gender equality, October 2019
- **A sizeable minority of men would boycott a brand using gender stereotypes**  
Figure 7: Men’s attitudes towards gender stereotypes and gender politics in advertising, October 2019
- **Most men are eager to test out new brands**  
Figure 8: Categories men indicate an interest in experimenting with unfamiliar brands, October 2019
- **Pricing and trust possible barriers for food and drink start-ups**  
Figure 9: Attitudes towards supporting start-up food and drink brands, October 2019
- **Advertising central to the discovery of new products**  
Figure 10: Sources of information for new food, drink and beauty and grooming products, October 2019

### 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.

- What we think

ISSUES AND INSIGHTS

- Men’s love of sports can be used to inspire them to live healthier lives
- The facts
- The implications
- Men and the feminist voice in society and advertising
- The facts
- The implications

THE MARKET – WHAT YOU NEED TO KNOW

- Over-55s the fastest-growing segment of the male population
- Living alone increasingly common among younger men
- The average age of first-time dads hits another new high
- Two in five working aged men are self-employed
- Half of all over-65 males described their finances as ‘healthy’
- Men of healthy weight in the minority
- ASA now enforcing new rules banning harmful gender stereotyping

MARKET DRIVERS

- Demographic factors
- The greying of the UK male population  
Figure 11: Trends in the age structure of the UK male population, 2014-24
- More men are living on their own  
Figure 12: Proportions of one-person households, by age and gender, UK, 2019
- Average age of first-time dads continues to rise  
Figure 13: Standardised mean age of mother and father by year, England and Wales, 2009-18
- Economic factors
- Male employment currently at healthy levels  
Figure 14: Employment and unemployment for UK men aged 16 years and older, August-October 2009-August-October 2019
- 19% of working age men are self-employed
- Over a third of men describe their financial situation as healthy  
Figure 15: Financial situation amongst men, by age, December 2019

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.

- **Financial confidence is highest among older men**
- **Men’s health**
- **Majority of UK men are overweight**  
Figure 16: Proportion of men aged 16+ who are overweight or obese, by region, 2019
- **Regulation**
- **ASA begins to enforce a controversial ban on gender stereotypes**

**THE CONSUMER – WHAT YOU NEED TO KNOW**

- **Sport the most common interest amongst men**
- **Over-55s prove the keenest of travellers**
- **Tech plays a key role in health in advice for men**
- **Most men want to be regarded as trustworthy and friendly**
- **Musical art forms are the most appealing for men**
- **Men want to be included in the gender equality conversation**
- **Most men are keen to try out new brands**
- **The right mix of new and old food and drink brands key for retailers**
- **Support for new brands is strong, but pricing and trust possible barriers**
- **Advertising vital in the discovery of new products**
- **Social media an important resource for under-35s**

**MEN’S HOBBIES AND INTERESTS**

- **Sports prove most common area of interest...**  
Figure 17: Men’s top hobbies and interests, October 2019
- **...while health/exercise falls some way down the list**
- **Sports as an avenue to normalising healthy living habits**
- **The more relatable the campaign the better**
- **Targeting the travel interests of the over-55s**  
Figure 18: Proportion of men who include “travel” as amongst their main hobbies/interests, by age, October 2019

**SOURCES OF HEALTH ADVICE**

- **Health websites a key resource across all categories**  
Figure 19: Where men would look for different types of health advice, October 2019
- **Use of health apps and social media strongly skewed towards under-35s**  
Figure 20: Proportion who would consider using social media or health apps for health advice, by age, October 2019
- **Men commonly use multiple resources**

**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.

Figure 21: Repertoire analysis on where men would look for different types of health advice, October 2019

- **Standing out from the crowd via social media**

**HOW MEN WANT TO BE PERCEIVED BY OTHERS**

- **Men overwhelmingly want to be seen as trustworthy and friendly...**

Figure 22: Characteristics men hope to be associated with by others, October 2019

- **...with this at odds with how men are usually portrayed in advertising**
- **Over-the-top aspirational ads could start to face regulatory scrutiny**
- **Younger men are still more likely to be swayed by fashion-focused self-expression**

Figure 23: Selected characteristics men hope to be associated with by others, by age, October 2019

- **Tapping into the over-55s' love of family**

**ENGAGEMENT WITH DIFFERENT ART FORMS**

- **Musical art forms hold the most appeal to men...**

Figure 24: Men's engagement with traditional "high-art" forms, Correspondence Analysis, October 2019

Figure 25: Men's engagement with traditional "high-art" forms, October 2019

- **...while other forms of art are less widely relatable**
- **The new "Renaissance man"**

Figure 26: Proportion of men who consider selected art forms to be "Engaging", by age, October 2019

**ATTITUDES TOWARDS GENDER**

- **For many men, gender equality is about improvements for both genders**

Figure 27: Men's attitudes towards gender and gender equality, October 2019

- **Changes in society resulting in the need for a more balanced approach**

**ATTITUDES TOWARDS GENDER IN ADVERTISING**

- **Half of men think advertising has become too focused on gender politics**

Figure 28: Men's attitudes towards gender stereotypes and gender politics in advertising, October 2019

**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.

- **Most men believe they are just as likely to be stereotyped as women**

- **Men want ads that depict diversity in an authentic way**  
Figure 29: Men’s attitudes towards diversity in advertising, October 2019

**EXPERIMENTING WITH NEW BRANDS**

- **Men are unafraid to try out new brands**  
Figure 30: Categories men indicate an interest in experimenting with unfamiliar brands, October 2019
- **Tapping into men’s interest in food and drink**
- **Financial risks put off experimentation in tech category**
- **Men under 35 the most willing to try out new brands**  
Figure 31: Categories men indicate an interest in experimenting with unfamiliar brands, by age, October 2019
- **Appealing to older men still possible if the message is on point**

**ATTITUDES TOWARDS FOOD AND DRINK START-UPS**

- **Men are excited by new brands and welcome the added variety...**  
Figure 32: Attitudes towards supporting start-up food and drink brands, October 2019
- **...but overabundance nearly always leads to confusion**
- **Support for new brands is strong, but cost and trust are potential issues**  
Figure 33: Attitudes towards supporting start-up food and drink brands, October 2019
- **New brands need to prove their worth to overcome any scepticism**
- **Smaller brands are in a better position to stress authenticity**

**SOURCES OF INFORMATION FOR NEW PRODUCTS**

- **Advertising key for men when discovering new products**  
Figure 34: Sources of information for new food, drink and beauty and grooming products, October 2019
- **Friends and family influential in spreading word about new foods**
- **Social media an important resource for men under 35**  
Figure 35: Social media as an information source for new products, by category and age, October 2019

**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

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**
- **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](https://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)**.