

Men's Toiletries - UK - October 2013

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“The lack of market growth in 2013 signifies the challenges facing the men’s toiletries market, with many men showing a level of indifference when shopping in the category. Harnessing concerns over hair and scalp issues, as well as the fashion for facial hair can inspire men to take interest in male grooming products.”

– Charlotte Libby- Household and Personal Care Analyst

This report looks at the following areas:

- Which body concerns are most common amongst men?
- Which are the most used products?
- How do fashion trends impact the male grooming market?
- How can men be encouraged to experiment more?

Following a strong year in 2012, 2013 has seen a slowdown in sales growth for the men’s toiletries market. A stronger performance from the men’s skincare segment has offset declines for deodorants and bodysprays, which fell by 2.5%. The male skincare market has benefitted from a growing user base, as men become increasingly comfortable using these products.

Hygiene essentials such as shower gel and deodorant continue to hold the highest levels of usage, however men show an affinity for ‘savvy shopping’ behaviours and often take advantage of price promotions to stock up on their preferred brands. The big challenge for brands is encouraging men over the age of 40, who show a level of disengagement in the category, to experiment and try new products.

This report investigates men’s changing attitudes towards grooming, with 2013 seeing a more relaxed approach, and with facial hair returning to fashion. The user base of men’s toiletries is evolving as men become more comfortable using grooming products, while fashion trends have seen shaving preparations decline.

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