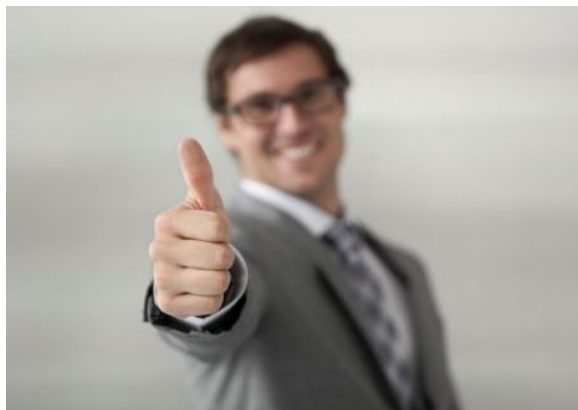


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"Men are a broad consumer base that are increasingly being recognized by marketers. The emerging male consumption patterns can be attributed to both shifting societal norms as well as shifting demographics."

- Fiona O'Donnell, Category Manager – Multicultural, Lifestyles, Travel and Leisure

### This report looks at the following areas:

- Say no to old school, "macho" marketing, yes to an emotional connection
- Ads will find men online
- Young men need guidance as they become more domestic

In 2014 there are about 119 million men aged 18+ in the US, and while the US population is aging with the greatest growth occurring among those 55+, nearly one third of men are in the key age range of 18-34. These younger men play a significant role in household purchasing decisions for products in the vast majority of industries. Today's Millennial man is more diverse, more engaged in traditionally female roles, and more pressured to excel at both work and at home. Brands must be sensitive to these new male challenges to make the right connection.

Readers of this report will learn about specific attitudes and behaviors of men that will help marketers target ads to a male audience. Both traditional (TV) and nontraditional (online, social media) spaces are covered.

This report builds on the analysis presented in Mintel's *Marketing to Hispanic Men – US, December 2012*, *Online and Mobile Shopping – US, June 2013*, and *Men's Personal Care – US, October 2013* and includes some analysis presented in Mintel's *Marketing to Sports Fans – US, July 2014*.

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