

## Men's Personal Care - US - October 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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The men's personal care market is expected to reach \$4.4 billion in 2016, representing growth of 15% when looking at the period from 2011-16. However, sales growth has slowed in recent years as the category stabilized and has been impacted by competition from a growing number of male-specific and unisex options.

This report looks at the following areas:

- Category growth decelerates
- Men primarily using essentials
- Men unfazed by ads

Future growth will rely on encouraging men to increase product usage and expand their product inventory by emphasizing male-specific benefits and highlighting packaging and format innovations.

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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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