

Men's and Women's Beauty and Grooming Routines - UK - February 2017

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“Appearance is so crucial to confidence that today’s adults conduct the vast majority of their beauty and grooming tasks before facing the day ahead. However, busy lifestyles are taking their toll. Harnessing the potential of the evening routine is crucial, and a focus on beauty routines as a means to relax could appeal to the busy consumer.”

– **Lucy Cornford, Category Director – Beauty & Personal Care**

This report looks at the following areas:

- **Engaging, and keeping men engaged**
- **Beauty as a de-stressing opportunity**

UK bathrooms are a hive of activity in the morning as adults prepare to face the day ahead. However, as lifestyles become busier, demand for more convenient beauty and grooming solutions increases, although for some this may mean taking some tasks out of their routine altogether. Promoting the evening as an opportunity for adults to de-stress using relaxing beauty and grooming rituals could therefore be a way to appeal to today’s busy consumer.

Young men have strong engagement with the beauty and grooming categories that they can be encouraged to take with them as they age. Brands can even look to this audience to share their experiences and help make the sector a less daunting prospect for male teens and tweens, boosting product usage from a younger age.

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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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