

Men's Personal Care - US - November 2017

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The men's personal care industry is projected to reach \$4.4 billion in 2017, a 1.1% increase from 2016. While many men have a functional view of the category, they still show interest in specialized claims, added benefits, and premium products as they seek to achieve a handsome, healthy appearance.

This report looks at the following areas:

- **Healthy lifestyles, less-is-more approach could limit need for personal care**
- **Men use fewer personal care products as they age, less willing to spend**

To maximize sales growth potential, stakeholders should target men aged 35-44 who are most invested in the category and are less price sensitive than other age groups.

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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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