

Men's Personal Care: Incl Impact of COVID-19 - US - August 2020

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“Prior to COVID-19’s arrival to the United States, the market was expected to continue experiencing slow yet steady growth through 2025.”

– **Olivia Guinaugh, Home and Personal Care Analyst**

This report looks at the following areas:

However, with more Americans practicing social distancing and working from home, the market is expected to see slower growth from 2020 than originally estimated, as some men feel less obligated to maintain their typical personal care routine in today’s ongoing pandemic, leading to longer purchase cycles. The hygiene staple status of select personal care products (ie shampoo, soap) as well as younger men’s elevated engagement in the category will limit the impact of the recession on the industry; however, it won’t be enough to prevent a drop in sales.

- **The impact of COVID-19 on consumer behavior and the men’s personal care market.**
- **How the market will fare in a post-COVID-19 down economy**
- **Men’s personal care behaviors and usage of products**
- **Launch activity and men’s interest in product innovations and services**

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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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Table of Contents

Overview

What you need to know
 Key issues covered in this Report
 Definition
 COVID-19: Market context

Executive Summary

Top takeaways
 Market overview
 Impact of COVID-19 on men's personal care
 Figure 1: Short-, medium- and long-term impact of COVID-19 on men's personal care, July 2020
 Opportunities and Challenges
 Redefined masculinity presents opportunities
 Figure 2: Select routine and select attitudes and behaviors toward products, by age 18-44, May 2020
 Reach men early
 Help men dedicate more time to self-care
 At-home products can capitalize on limited access to professional services
 Online shopping will become the new norm . . . for all ages
 Meet men where they are . . . on social media and video games
 Figure 3: Use social media to find new brands/products, by age 18-34, May 2020

The Market – Key Takeaways

Market takes a short- to medium-term hit from COVID-19
 Shaving and haircare expected to see some disruption due to COVID-19
 Growing male population impacts market; private label impacts general market
 Shifting gender norms and gaming create opportunities; professional services take a hit

Market Size and Forecast

Market takes a short to medium-term hit from COVID-19
 Figure 4: Total US sales and fan chart forecast of men's personal care, at current prices, 2015-25
 Figure 5: Total US retail sales and forecast of men's personal care, at current prices, 2015-25
 Impact of COVID-19 on men's personal care
 Figure 6: Short-, medium- and long-term impact of COVID-19 on men's personal care, July 2020
 Lockdown
 Re-emergence
 Recovery
 COVID-19: US context
 Learnings from the last recession

Segment Performance

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Deodorant continues to dominate market sales

Haircare sees gains from 2018-20

Shaving sales continue to decline, while skincare maintains stable growth

Figure 7: Total US retail sales and forecast of men's personal care, by segment, at current prices, 2015-20(est)

Shaving and haircare segments expected to see some disruption due to COVID-19

Figure 8: Total US retail sales and forecast of men's personal care, by segment, at current prices, 2015-25

Market Factors

Growing male population is encouraging for market

Figure 9: Men aged 18 or older, by age, 2015-25

Private label is poised to do well in general personal care, not men's PC

Figure 10: Consumer spending on personal care, at current prices, 2010-25

Market Opportunities

COVID-19 will further demolish the stigma around men and self-care

Even before COVID-19, men were enjoying the relaxing benefits of bathing

Younger men are becoming increasingly invested in their appearance

Over time, men's grooming sections may evolve to include men's cosmetics

Figure 11: Stryx male cosmetics

Immerse in the gaming world to engage consumers virtually

Figure 12: Instagram posts from Schick Xtreme

At-home products can capitalize on limited access to services

Companies and Brands – Key Takeaways

Unilever and P&G continue to dominate men's personal care market

Brands expand product offerings and take a less masculine approach

Market Share

Unilever and P&G continue to dominate men's personal care market

Figure 13: Instagram post from Old Spice

Sales of men's personal care by company

Figure 14: Multi-outlet sales of men's personal care products, by leading companies, rolling 52 weeks 2019 and 2020

Competitive Strategies

Brands expand product offerings to better reach today's modern man

Who is doing this well

Figure 15: Manscaped's The Weed Whacker and Instagram post from Madison Reed Mr.

Take a less masculine approach to align with shifting attitudes around gender

Who is doing this well

Figure 16: Instagram posts from Soft Skincare and Kris London for AXE

The Consumer – Key Takeaways

Men stick with the basics, but there are ways to persuade them to expand

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- Men are concerned about dry skin and signs of aging
- Facial hair preferences reveal a spectrum of grooming needs
- Men see value in store brands, but still stick with what they know
- Men take a habitual approach to personal care
- Men express interest in facial hair tools, but not makeup

Men's Personal Care Consumer and Product Usage

- Men stick with the basics, but there are ways to persuade them to expand
Figure 17: Product usage, May 2020
- Now is the time to boost men's engagement with hand care
Figure 18: Usage frequency, by product type, May 2020
- Older men stick with basics, while younger men invest in their appearance
Figure 19: Usage of select products, by age, May 2020
- Hand and body lotion usage is driven by Black men
Figure 20: Usage of select products, by race and Hispanic origin, May 2020

Appearance Concerns

- Men are concerned about dry skin and signs of aging
Figure 21: Appearance concerns, May 2020
- Appearance concerns are dictated by age
Figure 22: Select appearance concerns, any rank (net), by age, May 2020
- Develop convenience-focused solutions to address men's concerns
Figure 23: Cremo No Mix, No Mess Hair & Beard Color
- Some younger men are dealing with "beard envy"
Figure 24: Lavossey Beard Filler and blog post by Golden Beards
- Figure 25: Instagram posts from Mantl

Personal Care Routines

- Facial hair preferences reveal a spectrum of grooming needs
- Cater to both bearded and clean-shaven men
Figure 26: Instagram post of Gillette's King C. Gillette product line
Figure 27: Personal care routines, May 2020
- Older men prefer a clean-shaven look, while young men embrace facial hair
Figure 28: Instagram posts from 31st Street
Figure 29: Select personal care routines, by age, May 2020
- Recognize stereotype shifts with body hair removal
Figure 30: Instagram post from MANSCAPED

Attitudes and Behaviors toward Personal Care Products

- Men see value in store brands, but stick with what they know
Figure 31: Attitudes and behaviors toward personal care products, May 2020
- Younger men use personal care products to improve their appearance

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Figure 32: Select attitudes and behaviors toward personal care products, by age, May 2020

Shopping Behaviors

Men take a habitual approach to personal care

Figure 33: Shopping behaviors, May 2020

Older men stick with the same, while younger men are experimental

Figure 34: Select shopping behaviors, by age, May 2020

Figure 35: AXE Gaming

Usage and Interest in Products and Services

Men express interest in facial hair tools . . .

. . . but not in makeup

Figure 36: Usage and interest in products and services, May 2020

Interest in innovations driven by young men, but all men seek convenience

Figure 37: Panasonic's Lamdash Skincare Shaver

Figure 38: Usage and interest in select products and services, any future interest (net), by age, May 2020

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Appendix – The Market

Figure 39: Total US retail sales of men's personal care, by segment, at current prices, 2018 and 2020

Figure 40: Total US retail sales and forecast of men's deodorant/antiperspirant, at current prices, 2015-20

Figure 41: Total US retail sales and forecast of men's haircare products, at current prices, 2015-20

Figure 42: Total US retail sales and forecast of men's shaving products, at current prices, 2015-20

Figure 43: Total US retail sales and forecast of men's skincare and bodycare products, at current prices, 2015-20

Figure 44: Total US retail sales of men's personal care products, by channel, at current prices, 2015-20

Figure 45: Total US retail sales of men's personal care products, by channel, at current prices, 2018 and 2020

Appendix – Key Players

Figure 46: Multi-outlet sales of men's deodorant/antiperspirant, by leading companies and brands, rolling 52 weeks 2019 and 2020

Figure 47: Multi-outlet sales of men's haircare products, by leading companies and brands, rolling 52 weeks 2019 and 2020

Figure 48: Multi-outlet sales of men's shaving products, by leading companies and brands, rolling 52 weeks 2019 and 2020

Figure 49: Multi-outlet sales of men's skincare and bodycare products, by leading companies and brands, rolling 52 weeks 2019 and 2020

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