

Marketing to Men - UK - February 2020

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This report looks at the following areas:

- Men's love of sports can be used to inspire them to live healthier lives
- Men and the feminist voice in society and advertising

Changes in the age profile of the UK male population, as well as shifts in living and working patterns among men, are creating challenges and opportunities for marketers. The greying of the male population means it is essential for brands to ensure older men are included and appropriately portrayed in marketing campaigns.



"Marketers are often tempted to use aspirational themes in advertising to grab attention and create excitement about brands, however, because this approach can often be so out of sync with men's actual lives, its impact may not always be very long lasting."

- George Zaborowski, Senior Financial Services Analyst

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ISSUES AND INSIGHTS

- Men's love of sports can be used to inspire them to live healthier lives
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- Men and the feminist voice in society and advertising
- The facts
- The implications

THE MARKET – WHAT YOU NEED TO KNOW

- Over-55s the fastest-growing segment of the male population
- Living alone increasingly common among younger men
- The average age of first-time dads hits another new high
- Two in five working aged men are self-employed
- Half of all over-65 males described their finances as 'healthy'
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- Musical art forms are the most appealing for men
- Men want to be included in the gender equality conversation
- Most men are keen to try out new brands
- The right mix of new and old food and drink brands key for retailers
- Support for new brands is strong, but pricing and trust possible barriers
- Advertising vital in the discovery of new products
- Social media an important resource for under-35s

MEN'S HOBBIES AND INTERESTS

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Figure 21: Repertoire analysis on where men would look for different types of health advice, October 2019

- **Standing out from the crowd via social media**

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- **Most men believe they are just as likely to be stereotyped as women**

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