

Men's Haircare and Skincare - UK - March 2020

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“A continued decline in value sales of men’s haircare and skincare is creating a challenging environment for both brands and retailers. Savvy shopping habits are putting downward pressure on prices in both categories, and men still favour a basic routine.”

– **Samantha Dover, Senior Beauty and Personal Care Analyst**

This report looks at the following areas:

- Perfecting the ingredients
- Taking advantage of the desire for convenience
- The guidance challenge

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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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