

Men's Personal Care - US - 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the men's personal care market
- How usage trends impact the men's personal care market
- How brands in the space are innovating offerings to stand out from the competition
- How brands in the space can better reach and engage with men

Although most men have not used and are not interested in using makeup/cover-up products, interest is growing, with 45% of men expressing interest in moisturizers that also cover blemishes. While societal norms are slow to shift toward acceptance of mainstream male makeup wearing, shifting gender norms and social media could push makeup into the mainstream.

While social-distancing measures caused certain elements of men's personal care routines to slide a bit (eg shaving and hair removal), other elements, particularly those associated with self-care, became a greater focus.

Whether it's to reduce their environmental footprint or simply to streamline routines, some younger men are cutting down on the products they use, making it challenging for brands to persuade them to add steps to their routine.

Even as we recover from the pandemic, some men plan to continue using their personal care routine as a way to relax and unwind, highlighting long-term demand for products designed to influence mood and relaxation.



"The men's personal care market has experienced slow yet steady growth since 2016, which can largely be attributed to the essential nature of the category and stable market penetration."

– **Olivia Guinaugh, Senior Beauty & Personal Care Analyst**

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