

Men's Haircare and Skincare - UK - March 2021

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This report looks at the following areas:

Although usage of haircare and skincare amongst men is near universal, men continue to stick to what they know and trust, meaning usage is driven by essentials. However, as 49% of men who use haircare and facial skincare products are willing to add more steps to their routine, expanding the range of products used by men will be a strong opportunity to restore value growth in the market.

The market was struggling prior to COVID-19 as price competition eroded value sales, but priority shifts during the pandemic impacted usage of certain haircare and skincare products in 2020, driving a 10% decline in value sales to £153 million in 2020.

As some of the usage habits gained in the short term may have longevity, the outlook for men's haircare and skincare is challenging. Haircare in particular is vulnerable as men have reduced their use of styling products. As this segment accounts for a significant proportion of spend, innovation will be important to renew interest in hairstyling, with products that help men embrace their natural hair texture likely to resonate.

Growth in the online market during 2020 will present brands with opportunities to improve the retail experience for men. Brands can learn from innovations in women's BPC, where a lot has been done to help women find products that suit their individual needs. Meanwhile, the online channel can also be used to improve transparency as sustainability gains importance.

- **The impact of COVID-19 on men's haircare and skincare.**
- **Usage and purchase of men's haircare and skincare during the last 12 months.**
- **NPD and interest in men's haircare and skincare innovations.**
- **Opportunities to drive premiumisation in men's haircare and skincare.**
- **Strategies to drive engagement with new products.**



"COVID-19's impact on men's haircare and skincare was polarised, improving the outlook for skincare, whilst creating a more challenging environment for haircare."

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

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