

Men's Personal Care - Canada - 2021

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This report looks at the following areas:

- The impact of COVID-19 on men's personal care products.
- Market factors impacting men's uptake of personal care products in Canada.
- Personal care product repertoire and usage.
- Appearance concerns.
- Personal care routine practices.
- Personal care product attitudes and behaviours.
- Trial and interest in personal care products and services.

Six in 10 (62%) Canadian men feel that it is important to check the ingredients used in personal care products. This high involvement with the category challenges the myth that men are simply on autopilot when it comes to their personal care products and are not engaged with the category.

COVID-19 allowed men to take an even more relaxed approach to their personal care routines in the absence of in-person social and work obligations. This additional time at home prompted some men to instead experiment with growing 'pandemic beards' or do-it-yourself haircuts. As vaccination rates increase and restrictions ease, men will be looking to transition these looks into more refined and polished versions and brands can support them by offering products that make grooming simple and easy.

Half (49%) of men agree that store brand products work just as well as national/name brand personal care products. This perception of parity will challenge mainstream brands, particularly as the economy recovers from the pandemic. Four in 10 (39%) men admit to purchasing whatever is on sale, regardless of brand, making the market highly price sensitive. Mainstream brands have their work cut out for them in terms of having shoppers recognize their true value, as this will require creating a clear distinction from private label by focusing on communicating distinct benefits and features of their products.



"Old fashioned gender stereotypes are dissolving as more men recognize the benefits and the joys of taking care of themselves and their appearance."

– Meghan Ross, Senior Home & Beauty Analyst

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The growing awareness of self-care's impact on wellbeing, along with shifting gender norms will allow men to feel more comfortable caring for themselves through personal care products going forward. Brands have the ability to help guide less experienced users into new formats and categories, providing opportunity for market growth.



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- Mintel Trend Drivers
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