

# Men's Personal Care - US - 2022

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- The impact of COVID-19 and inflation 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

Over eight in 10 men believe their lifestyle impacts their skin, showing the importance of speaking to personal care products as a way to bring benefits to consumers' overall wellbeing.

Even with promising retail sales growth expected in 2022, rising prices and the cost-of-living crisis may hinder market growth as men prioritize discretionary spending and participate in value-driven behaviors.

Although most men cite their interest in using new brands/products, the majority of men stick to what they know, with most buying the same products/brands every time. This may potentially create challenges for NPD, especially in a cost-sensitive market.

With an expanded definition of masculinity prevalent in modern culture, male engagement with grooming routines is heightened; an interest in holistic wellness regimens that encompass natural ingredients, eco-friendly attributes and health positioning will bode well for the category as male and female product preferences become more closely aligned.



"After the men's category experienced a decline in 2020 due to the COVID-19 pandemic, retail sales are expected to see significant growth in 2022, an almost 20% increase since 2020."

– **Carson Wagner, Senior Beauty & Personal Care Analyst**

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

## Table of Contents

### OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

### EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**  
Figure 1: Total US sales and fan chart forecast of men's personal care, at current prices, 2017-27  
Figure 2: Category outlook, 2022-27
- **Opportunities and challenges**
- **Speak to men's personalized skin and hair needs**  
Figure 3: Select attitudes and behaviors towards personal care, by age, 2022  
Figure 4: Select appearance concerns (any rank – up to 3), by age, 2022
- **Even with personalization top of mind, a majority of men stick to what they know**  
Figure 5: Shopping behaviors, by age, 2022
- **Win young consumers by showcasing modern-day masculinity**  
Figure 6: Select attitudes and behaviors towards personal care, by age, 2022  
Figure 7: Select barriers/frustrations, by age, 2022
- **Validate efficacy and claims through experts and science**  
Figure 8: Select personal care shopping behaviors, by age, 2022
- **Key consumer insights**

### MARKET SIZE AND FORECAST

- **With nearly 20% in retail sales growth since 2020, market is expected to cool**  
Figure 9: Total US sales and fan chart forecast of men's personal care, at current prices, 2017-27  
Figure 10: Total US sales and forecast of men's personal care, at current prices, 2017-27  
Figure 11: Total US retail sales of men's personal care, by segment, at current prices, 2020 and 2022

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

## SEGMENT PERFORMANCE

- **Shaving category lags in growth, skincare becomes a focus**
- **APDO and haircare benefit from increased social interactions**

Figure 12: Total US retail sales and forecast of men's personal care, by segment, at current prices, 2017-27

Figure 13: Total US retail sales and forecast of men's personal care, by segment, at current prices, 2017-27

## MARKET FACTORS

- **Rising prices will continue to impact male shopping behaviors**  
Figure 14: Consumer Sentiment Index, 2007-22
- **Increased temperatures may drive usage in select product categories**

## MARKET SHARE

- **All companies saw sales increase, Harry's sees greater market share**
- **Sales of men's personal care by company**  
Figure 15: Multi-outlet sales of men's personal care products, by leading companies, rolling 52 weeks 2021 and 2022

## COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Celebrities help expand the boundaries of masculinity**  
Figure 16: MANSCAPED™ x Pete Davidson Campaign, 2022  
Figure 17: Lil Nas X x YSL Beauty, 2022  
Figure 18: The Pleasing Pen by Pleasing  
Figure 19: S'ABLE Labs by Idris and Sabrina Elba, 2022  
Figure 20: Victoria's Secret Pink's first male ambassador, Darren Barnett, 2022
- **Men's NPD inspired by female offerings**  
Figure 21: SIDEKICK by Shiseido, 2022
- **Sustainability initiatives make their way to mass male-specific packaging**  
Figure 22: Dove Men+Care recycled plastic  
Figure 23: Nivea Circular packaging initiatives  
Figure 24: Bulldog x Loop reusable packaging, UK
- **Speak to holistic wellness for men**  
Figure 25: Salt & Stone x Outdoor Voices Body Duo, 2022  
Figure 26: Scotch Porter Beard, Hair, Skin Immune Support  
Figure 27: Hims customized wellness routine  
Figure 28: Roman sexual health category
- **Men want personalization, too**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Figure 29: Select attitudes and behaviors towards personal care, by age, 2022

- **Be inclusive of LGBTQ+ needs**

Figure 30: Select barriers/frustrations, by sexual orientation, 2022

Figure 31: Harry's and Flamingo Hair is Hair Pride campaign, 2022

- **Support tattooed consumers through post-care and maintenance regimens**

Figure 32: Stories and Ink Tattoo Care Kit

Figure 33: Mad Rabbit Tattoo Suncare set

Figure 34: Inkbox Instagram, 2022

- **Highlight fathers**

Figure 35: Dove Men+Care initiatives, 2022

- **Premium products still pique interest of male consumers**

Figure 36: Harrod's Men's wellness destination, 2022

Figure 37: Brad Pitt's Le Domaine Skincare line, 2022

## THE MEN'S PERSONAL CARE CONSUMER – FAST FACTS

### APPEARANCE CONCERNS

- **Take a preventative approach to personal care**

Figure 38: Appearance concerns, Net – Any rank, 2021–22

- **Build hair regimens with self-care and stress in mind**

Figure 39: Hair loss concerns, by age, 2022

Figure 40: TenT Nutrition's hair regimen for men

- **Speak to Black men's needs**

Figure 41: Select appearance concerns, by select race & Hispanic origin, 2022

Figure 42: temple skincare brand for men of color

### PRODUCT USAGE & USAGE FREQUENCY

- **Product expansion strategies may boost usage**

Figure 43: Product usage, 2021–22

Figure 44: Number of personal care product types used, repertoire, 2022

- **Connect hair health and skin health to build routines**

Figure 45: Frequency of personal care product usage, 2022

- **Help young males express themselves through hair**

Figure 46: Select product usage, by select generation, 2022

Figure 47: Good Dye Young DYEposit hair dye products, 2022

- **Prove value in body lotion, conditioners and sunscreen**

Figure 48: Product usage, by number of products used in personal care routine, 2022

- **Facial skincare users more engaged across all categories**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Figure 49: select product usage, by facial skincare use, 2022

## CHANGES IN PERSONAL CARE ROUTINE

- **Younger men engaging more with routines this year**  
Figure 50: Time spent on personal care routine, by age, 2022
- **Incorporate self-care and relaxation elements into routines**  
Figure 51: Select reasons for spending more time on personal care routine, 2022
- **Recruit facial skincare-inspired attributes to inspire engaged consumers**  
Figure 52: Select reasons for spending more time on personal care routine, by age, 2022
- **Offer treatment-based solutions across life stages**  
Figure 53: Select reasons for spending more time on personal care routine, by age, 2022  
Figure 54: Arey's Haircare system

## ATTITUDES AND BEHAVIORS TOWARDS PERSONAL CARE

- **Tap into wellness lifestyles**  
Figure 55: Attitudes and behaviors towards personal care, 2022
- **Add additional value to multicultural males' routines**  
Figure 56: Select attitudes and behaviors, by select race and Hispanic origin, 2022  
Figure 57: Population by race and Hispanic origin, 2016-26
- **Personal care is a way of self-expression for younger consumers**  
Figure 58: Select attitudes and behaviors towards personal care, by age, 2022  
Figure 59: Stryx TikTok, 2022

## SHOPPING BEHAVIORS

- **Position NPD with familiarity in mind for brand/product loyalists**  
Figure 60: Shopping behaviors, by age, 2022  
Figure 61: Disco's "how to use" and subscription program, 2022
- **Validate efficacy through experts**  
Figure 62: Select shopping behaviors, by age, 2022  
Figure 63: Bravo Sierra personal care with military reviews, 2022
- **Personal care shopping impacted by discretionary income**  
Figure 64: Select shopping behaviors, by household income, 2022

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

## BARRIERS TO AND FRUSTRATIONS WITH MEN'S PERSONAL CARE

- **Prove natural positioning to influence**  
Figure 65: Bulldog packaging update, 2022  
Figure 66: Select category barriers/frustrations, 2022
- **Embrace new ways of showcasing masculinity**  
Figure 67: Select barriers/frustrations, by age, 2022  
Figure 68: Lumin Mansplained for Men ad campaign, 2022  
Figure 69: STUFF's new era of masculinity Instagram post, 2022  
Figure 70: Schick Be You. No One Else Can. campaign, 2022
- **Educate young consumers on the skin barrier to boost usage in functional categories**  
Figure 71: Select barriers/frustrations, by generation, 2022
- **Tap into probiotic ingredients to further validate individualized skin health benefits**  
Figure 72: Green Theory's probiotic deodorant, 2022
- **Cater to fathers to build routines across the household**  
Figure 73: Select category barriers/frustrations, by parental status, 2022
- **Make it easy and convenient for those with simple routines**  
Figure 74: Modern Ritual's The Daily 3-in-1 moisturizer, sunscreen and aftershave  
Figure 75: Select category barriers/frustrations, by age, 2022

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Forecast
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

## APPENDIX – THE MARKET

Figure 76: Total US retail sales and forecast of men's personal care, at inflation-adjusted prices, 2017-27  
Figure 77: Total US retail sales of men's personal care, by channel, at current prices, 2017-22  
Figure 78: US supermarket sales of men's personal care, at current prices, 2017-22  
Figure 79: US drugstore sales of men's personal care, at current prices, 2017-22

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Figure 80: US sales of men's personal care through other retail channels, at current prices, 2017-22
- Figure 81: Average annual spending by men aged 18 or older on men's personal care products, 2017-22
- Figure 82: Total US retail sales and forecast of deodorant/antiperspirant, at current prices, 2017-27
- Figure 83: Total US retail sales and forecast of deodorant/antiperspirant, at inflation-adjusted prices, 2017-27
- Figure 84: Total US retail sales and forecast of haircare, at current prices, 2017-27
- Figure 85: Total US retail sales and forecast of haircare, at inflation-adjusted prices, 2017-27
- Figure 86: Total US retail sales and forecast of shaving, at current prices, 2017-27
- Figure 87: Total US retail sales and forecast of shaving, at inflation-adjusted prices, 2017-27
- Figure 88: Total US retail sales and forecast of skincare and bodycare, at current prices, 2017-27
- Figure 89: Total US retail sales and forecast of skincare and bodycare, at inflation-adjusted prices, 2017-27

#### APPENDIX – COMPANIES AND BRANDS

- Figure 90: Multi-outlet sales of men's deodorant/antiperspirant, by leading companies and brands, rolling 52 weeks 2021 and 2022
- Figure 91: Multi-outlet sales of men's haircare products, by leading companies and brands, rolling 52 weeks 2021 and 2022
- Figure 92: Multi-outlet sales of men's shaving products, by leading companies and brands, rolling 52 weeks 2021 and 2022
- Figure 93: Multi-outlet sales of men's skincare and bodycare products, by leading companies and brands, rolling 52 weeks 2021 and 2022

#### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

#### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

#### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.