

Men's Haircare and Skincare - UK - 2023

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- How usage patterns have shifted in men's haircare and skincare
- The impact of the rising cost of living on how men shop for haircare and skincare
- The rise of treatment products in men's haircare innovation
- The rise of time/speed claims in men's facial skincare innovation
- How brands can respond to the downward pressure on price in men's haircare and skincare
- How brands can drive usage frequency in men's haircare and skincare by tapping into health priorities

Beards and moustaches are common, with 66% of men claiming to have some form of facial hair. However, usage of beard care/moustache treatment products is still fairly low, indicating an opportunity for innovation, particularly in products that incorporate added skincare benefits or have an appealing scent, as men with facial hair are particularly interested in such claims.

The cost-of-living crisis is driving trade-down behaviours amongst men in haircare and skincare. This provides an opportunity for private-label and mass-market brands but places pressure on the prestige segment. However, prestige brands can demonstrate value beyond price, for example, by conveying the efficacy benefits of premium products, compared with value alternatives.

A focus on price poses a threat to men's haircare and facial skincare, as savvy shopping behaviours remain prevalent. There is an opportunity to leverage loyalty schemes and subscription services to deter men from brand/retailer switching. Brands/retailers can tailor loyalty rewards to better appeal to men while also utilising subscription services to provide value for money with long-term discounts and convenience.



"Men's haircare and facial skincare benefitted from expected value growth in 2022, boosted by inflationary price rises. Brands can combat savvy shopping behaviours amid the current income squeeze and strive to add value in ways beyond price, whether this be around purchase experience or loyalty rewards, for example."

– **Maddie Malone, Senior Beauty and Personal Care Analyst**

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An opportunity within men's hair and skincare is innovation in fast-acting treatments. There is room to drive usage through convenience, as often a barrier to treatment product usage is that they can be time-consuming to use. Within women's haircare, there has been a wealth of innovation in fast-acting treatments, signalling room for men's haircare and skincare to follow suit.



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