

Men's and Women's Beauty and Grooming Routines - UK - April 2019

Report Price: £2195 | \$2995 | €2600

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:

- Need for speed remains high
- Health and environmental concerns could impact routines

With 69% of adults spending under 15 minutes maintaining their appearance in the morning and 63% spending under 15 minutes in the evening, speed and ease of use claims remain relevant in the beauty and grooming categories. 76% have not changed the time spent on their routines in the last 12 months, however with 46% of those who have spent longer doing so due to enjoying their routines, there are opportunities to enhance beauty routines and incorporate more holistic benefits.



“Ease remains essential when it comes to beauty and grooming routines, highlighting the relevance of convenience-related claims. However, with enjoyment in the category being high, brands can innovate in solutions that offer more sensorial benefits to drive routines.”

– Roshida Khanom,
Associate Director BPC

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

EXECUTIVE SUMMARY

- The market
- Rise in seniors poses challenges for the category
- Environmental concerns could impact routines
- DIY routines could enhance the beauty experience
- The consumer
- Hygiene essentials are prioritised daily

Figure 1: Frequency of beauty and grooming routines, February 2019

- Morning routines are speedy

Figure 2: Time spent on morning beauty and grooming routines, by gender, February 2019

- Speed remains important in evening routines

Figure 3: Time spent on evening beauty and grooming routines, by gender, February 2019

- Time spent on routines remains largely unchanged

Figure 4: Changes in time spent on beauty and grooming routines compared with 12 months ago, February 2019

- Enjoyment in beauty is high

Figure 5: Reasons for spending longer on daily beauty and grooming routines in the last 12 months, by gender, February 2019

- Time is of the essence

Figure 6: Reasons for spending less time on daily beauty and grooming routines in the last 12 months, February 2019

- Consumers are seeking holistic solutions

Figure 7: Important factors for a beauty/grooming routine, by gender, February 2019

- What we think

ISSUES AND INSIGHTS

- Need for speed remains high
- The facts
- The implications
- Health and environmental concerns could impact routines
- The facts
- The implications

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 MARKET – WHAT YOU NEED TO KNOW

- **Seniors need easier routines**
- **Flexible working schedules pose challenges**
- **Seasonal beauty is relevant**
- **Environmental concerns could see habits change**
- **Retail environments could drive experimentation**

MARKET DRIVERS

- **Routines should be easier for seniors**
Figure 8: Trends in the age structure of the UK population, 2013–23
Figure 9: Grace beauty ring grip, March 2019
- **Rise in flexible working poses challenges**
Figure 10: Employment and unemployment, by gender, 2013–23
- **Seasonal beauty remains relevant**
Figure 11: Beauty and grooming habits, June 2018 and December 2018
- **Water; a dwindling resource**
- **Environmental concerns could impact behaviours**
Figure 12: Environmental behaviours around soap, bath and shower products, December 2018
- **Room for DIY**
Figure 13: Interest in beauty and grooming self-personalisation practices, April 2018
- **Innovative retail environments could boost repertoires**
Figure 14: Boots new beauty proposition, March 2019
Figure 15: Sainsbury's new beauty layouts, October 2018

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Men remain less engaged in daily routines**
- **Skincare is important to older women**
- **Time-consuming tasks have a lower frequency**
- **Morning and evening routines are speedy**
- **Young men are spending longer on their routines**
- **Routines need to be easy**
- **Consumers are seeking holistic solutions**

BEAUTY AND GROOMING ROUTINES

- **Men prioritise fragrance over skincare**
Figure 16: Beauty and grooming routines done more than once a day and once a day, by gender, February 2019
- **Skincare becomes more important in women with age**
Figure 17: Real techniques Prep & Prime Kit, 2019

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

- **Hair washing is a weekly task**

Figure 18: Weekly beauty/grooming routines, by gender, February 2019

- **Hair removal is time-consuming**
- **Countering 'old man smell'**

DURATION OF BEAUTY AND GROOMING ROUTINES

- **Morning routines are busy**

Figure 19: Time spent on morning beauty and grooming routines, by gender, February 2019

Figure 20: Saborino range in a Japanese drugstore, July 2018

- **Makeup application is speedy**

Figure 21: Time spent on morning beauty and grooming routines, by women who apply makeup daily, February 2019

Figure 22: Beauténotions immaculash 360, March 2019

- **Evening routines are even quicker**

Figure 23: Time spent on evening beauty and grooming routines, by gender, February 2019

- **Older adults are forgoing evening routines**

Figure 24: No time spent on evening routines, by age, February 2019

CHANGES IN TIME SPENT ON ROUTINES

- **Consumers feel the financial squeeze**

Figure 25: Changes in time spent on beauty and grooming routines compared with 12 months ago, February 2019

- **Young men are spending longer on their routines**

Figure 26: Spending longer on beauty and grooming routines in the last 12 months, by age and gender, February 2019

- **Repertoires are rising**

Figure 27: Reasons for spending longer on beauty and grooming routines in the last 12 months, by gender, February 2019

- **Routines are enjoyable**

Figure 28: Häagen-dazs/Innisfree collaboration, 2018

- **Routines impacted by changing needs**

- **Time is of the essence**

Figure 29: Reasons for spending less time on beauty and grooming routines in the last 12 months, February 2019

IMPORTANT FACTORS FOR BEAUTY AND GROOMING ROUTINES

- **Ease is essential**

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

Report Price: £2195 | \$2995 | €2600

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

Figure 30: Important factors for a beauty/grooming routine, by gender, February 2019

- **Routines should be 'clean'**
- **Environmental concerns could impact routines**
- **Driving holistic solutions**

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

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



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)**.