

# Men's Grooming in the United Kingdom

April 2023

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## Men's Grooming in the United Kingdom - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Skin care products lead growth in men's grooming

Products focused on men's specific needs remain important

Mental health is becoming a key topic of discussion for men's grooming brands

#### PROSPECTS AND OPPORTUNITIES

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Unisex products represent a threat to certain categories

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