Euromonitor International

The Evolution of Men's Grooming

August 2023

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Key findings

STATE OF THE INDUSTRY

Men’s grooming outperforms the broader beauty and personal care industry in 2022
Polarisation of per capita spend between developed and emerging markets
US drives global growth while China and India lag behind
Inflation affecting beauty and personal care players from all regions
Companies conscious of which categories consumers are willing to absorb higher prices
Male expenditure on BPC products rise in 2022 but inflation influences spending habits

CATEGORY PROSPECTS

Men’s fragrances and men’s skin care offer future market potential
Manscaping projected to ease future decline of men’s shaving
Hygiene categories benefit from activities outside the home post COVID-19
Hair care expected to benefit from growing popularity of facial hair
Mature markets demanding advanced men’s skin care products
Men’s fragrances see potential in the premium sector, but hindered by unisex trend
More male consumers embrace using colour cosmetics for a more sophisticated grooming

EXPLORING THE MALE CONSUMERS

Men’s grooming routine are becoming more sophisticated
Grooming and purchase behaviours vary among consumers in different countries and generations
Male consumers rely on trusted recommendations and show high brand loyalty
I ncreased skin care knowledge leads to specific demand for specialised products
Usage of hair loss treatments continues to grow beyond the pandemic
Social media contents influence and educate male consumers about colour cosmetics use

COMPETITIVE LANDSCAPE

Market fragmentation continues to fall across key markets
Top five players witness shares recede as fragrance competitors bounce back
Top 3 brands hold rank while brands associated with out-of-home activity witness growth
Unilever continues to heavily support Dove in western markets via product innovation
Shiseido launched skin care brand SIDEKICK targeting Gen Z male consumers in Asia
UK start-up War Paint continues to tackle colour cosmetic taboo among men
Chinese indie brand DearBOYfriend resonate with consumers as a lifestyle brand

RETAIL ENVIRONMENT

Channel shift to E-Commerce and beauty specialist for a variety of options and convenience
TikTok empowers marketing and sales of men’s products to a vast young male user base
UK health and beauty specialists bolster male portfolios through indie brands

TOP TRENDS SHAPING FUTURE MEN’S GROOMING

Top trends provide unexplored market opportunities in men’s grooming
Men’s grooming to be challenged by genderless beauty brands
Growing male cosmetic surgery creates new demand on advanced post-care products
Spotlight: How is gamification developing within men’s grooming?
Blurring of beauty and wellness: Opportunity for the establishment of “mega-brands”?
Gen Z to shape the future market with their digital-first feature and eagerness to explore

CONCLUSION

Key findings

The evolution of men’s grooming
Opportunities and challenges co-exist in the future men’s grooming market

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About Voice of Consumer: Beauty Survey

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-evolution-of-mens-grooming/report.