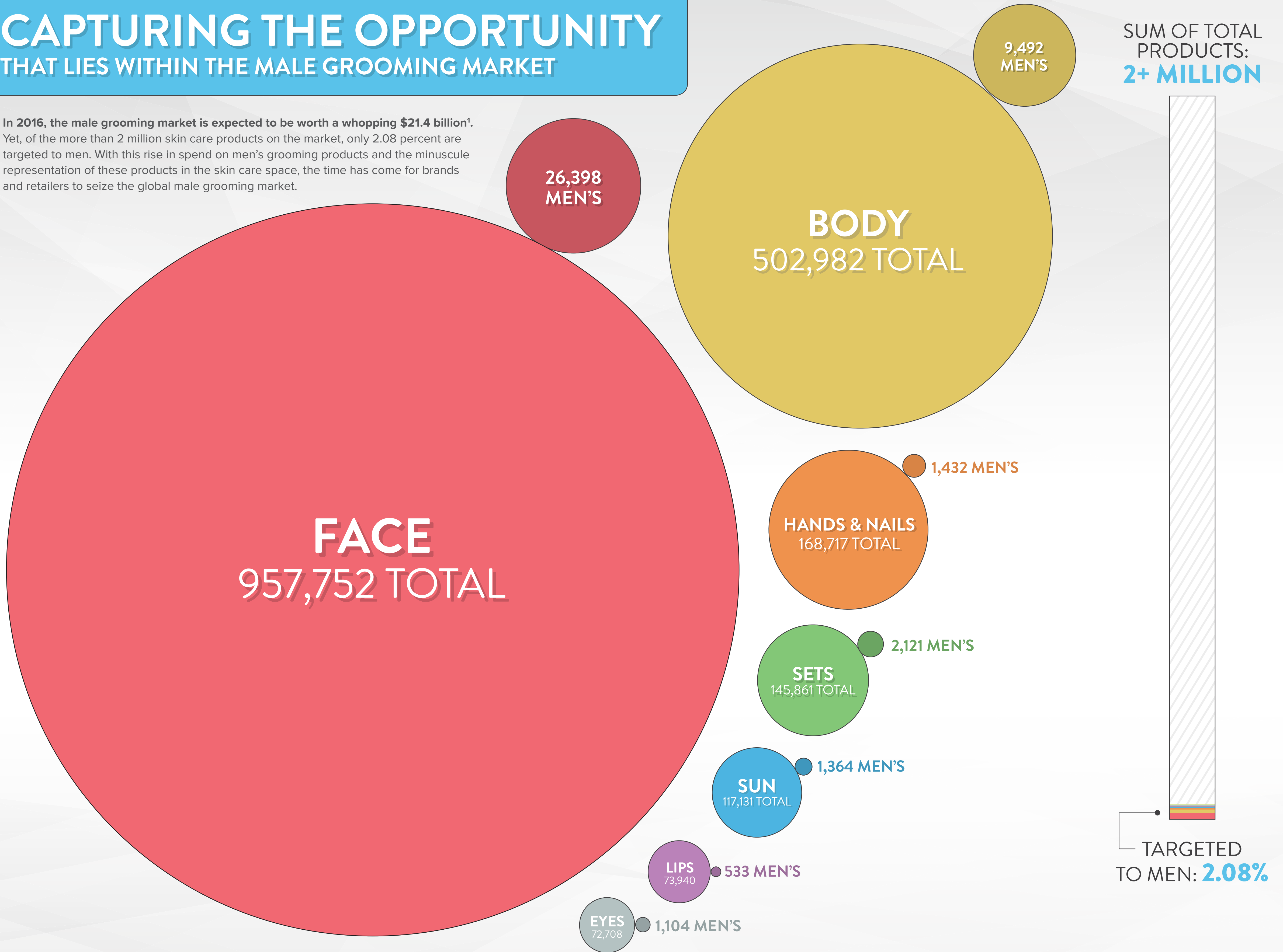


# CAPTURING THE OPPORTUNITY THAT LIES WITHIN THE MALE GROOMING MARKET

In 2016, the male grooming market is expected to be worth a whopping \$21.4 billion<sup>1</sup>. Yet, of the more than 2 million skin care products on the market, only 2.08 percent are targeted to men. With this rise in spend on men's grooming products and the minuscule representation of these products in the skin care space, the time has come for brands and retailers to seize the global male grooming market.



SUM OF TOTAL PRODUCTS:  
**2+ MILLION**

TARGETED TO MEN: **2.08%**

<sup>1</sup><http://www.statista.com/statistics/287643/global-male-grooming-market-size/>  
Data is pulled from the Indix Product API as of March 2016