

Growth in Grooming: Reviewing the Men's Personal Care Market

In many ways, brands like Harry's and Dollar Shave Club started a revolution in men's personal care. A new experience, fun marketing, and a fresh way of thinking—along with the inescapable trend of wellness—ushered in several behavioral shifts. Young men in particular are ready for change, and disruptor brands such as Hawthorne, Rabel's Refinery, and Bevel are courting them with online experiences and an inclusive approach. Another contender for taking over his bathroom shelf is Amazon, with approximately one third of men who shop online choosing that retailer.



GET\$NG GROOMED

\$8.9B
current size of U.S. men's grooming market

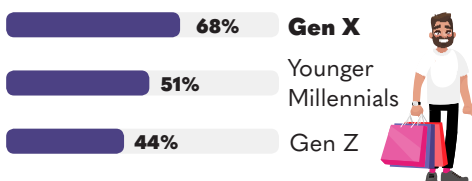


Expectations are set for over **7% growth by 2023, to \$9.5B**

WHERE ARE THEY BUYING?

Most purchases for this category occur at mass merchandisers, with 55% of all men buying the majority of their personal care products from those retailers

This shopping behavior is driven much more so by:



After mass merchandisers, **grocery stores** are most popular with all men, at 34%

18 to 24-year-olds show the most interest in new subscription box services, with 13% purchasing the majority of their products that way

STILL, TRENDS ARE CHANGING

Shaving product sales have declined for the last five years and are expected to continue doing so. Why?

- 1 DTC brands are capturing new consumers, fragmenting the market
- 2 With a more casual lifestyle in vogue, men are simply shaving less

On the (highly related) flipside, **haircare is flourishing**: by 2023, forecasts predict a **17% increase, to \$904M**.

Skincare is also expected to grow 3.6% in 2019 and 4% in 2020. Young men are driving this, as they are more conscious of their overall appearance and wellness. Premium skincare has been highlighted as a real opportunity

TRYING SOMETHING NEW...

What encourages men to try a new product?



...OR STAYING THE SAME

Familiarity wins out, as nearly two thirds of adult men reported to using the same products and brands



WHAT WOULD THEY LIKE TO SEE?

- Sustainability is on the rise**; more specifically, 79% of 18 to 24-year-olds and 25 to 34-year-olds are interested in natural or organic products
- 84% of 18 to 24-year-olds would like to see **products that help them relax**, as would 80% of 25 to 34-year-olds and 76% of Older Millennials
- The power of convenience**: 74% of both 18 to 24-year-olds and 25 to 34-year-olds are interested in product bundles
- 25 to 35-year-olds are **most interested in genderless/unisex options**, followed by 18 to 24-year-olds at 62%

Sources: Mintel, Men's Personal Care—US—September 2019, Euromonitor, Glossy: "The next wave of DTC grooming brands wants to offer men 'opportunity for discover'" 30 July 2019, "GQ's 'new masculinity' approach extends to makeup and beyond," 21 October 2019, Tinuiti