

in-cosmetics[®]

Trends and Innovations in Male Grooming

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Marketing Trends

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 **DATAMONITOR**
Consumer

Agenda

- ▶ **About Datamonitor Consumer**
- ▶ **Today's male consumer: What do men want?**
- ▶ **Top innovation trends in male grooming**
- ▶ **Summary**





About Datamonitor Consumer



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Consumer Insight

Real insight on real consumers



Innovation Tracking

Uncover new trends in products and packaging



Market Assessment

Identify new hot spots in the marketplace



Datamonitor Consumer surveys consumers in 40 countries globally



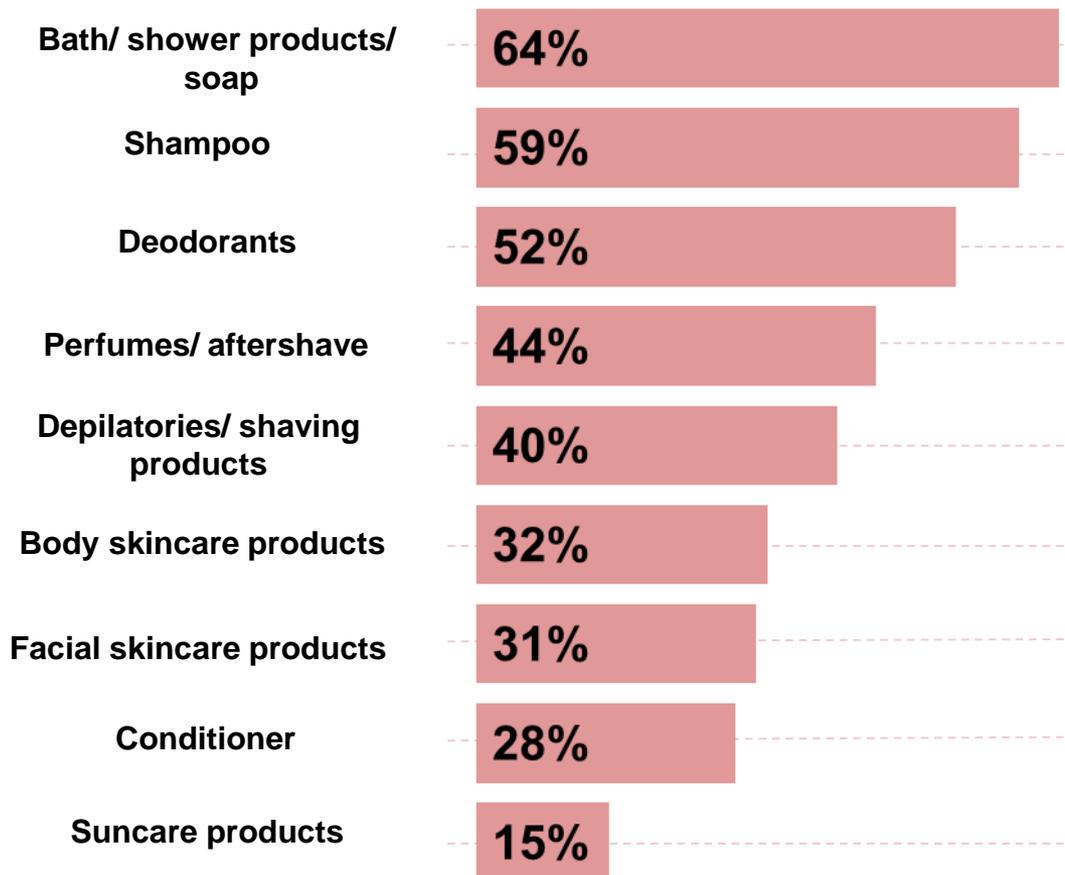


**Today's male
consumer: What do
men want?**



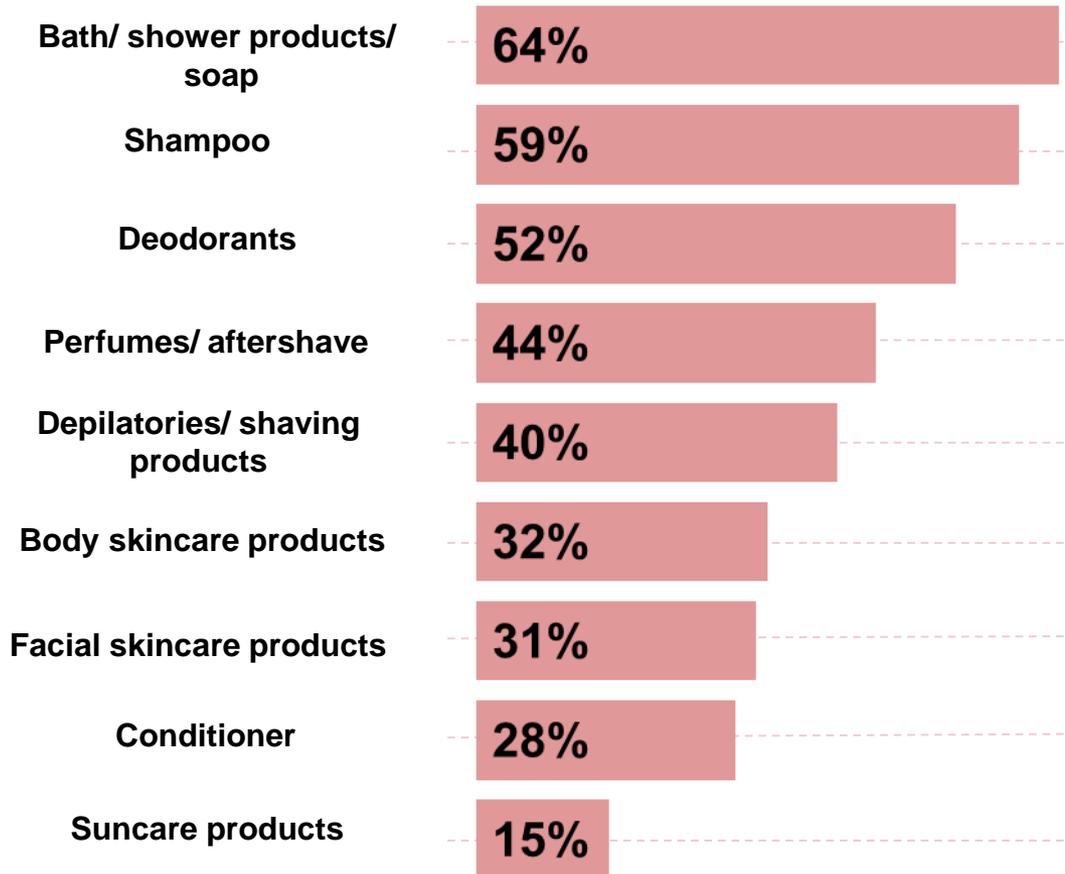
Shifting the dialogue from male hygiene to man maintenance

Men who use the following products at least a few times a week, global



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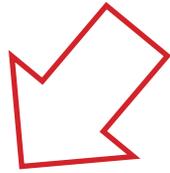


“Too many men are just stealing their wives or partners’ products and using whatever is in the bathroom cabinet. Horrifyingly, some men are using hand cream – or even nothing – on their faces.”

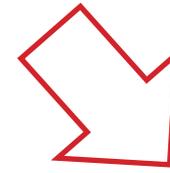
*Lauren Brooking,
Dove Men+ Care Brand Manager,
Unilever UK, 2012¹*



Visual culture and today's "new" man



Metrosexual



Spornosexual

A form of "hyper-metrosexuality"

Emphasis on male sexuality and an appearance inspired by sportsmen



Lumbersexual

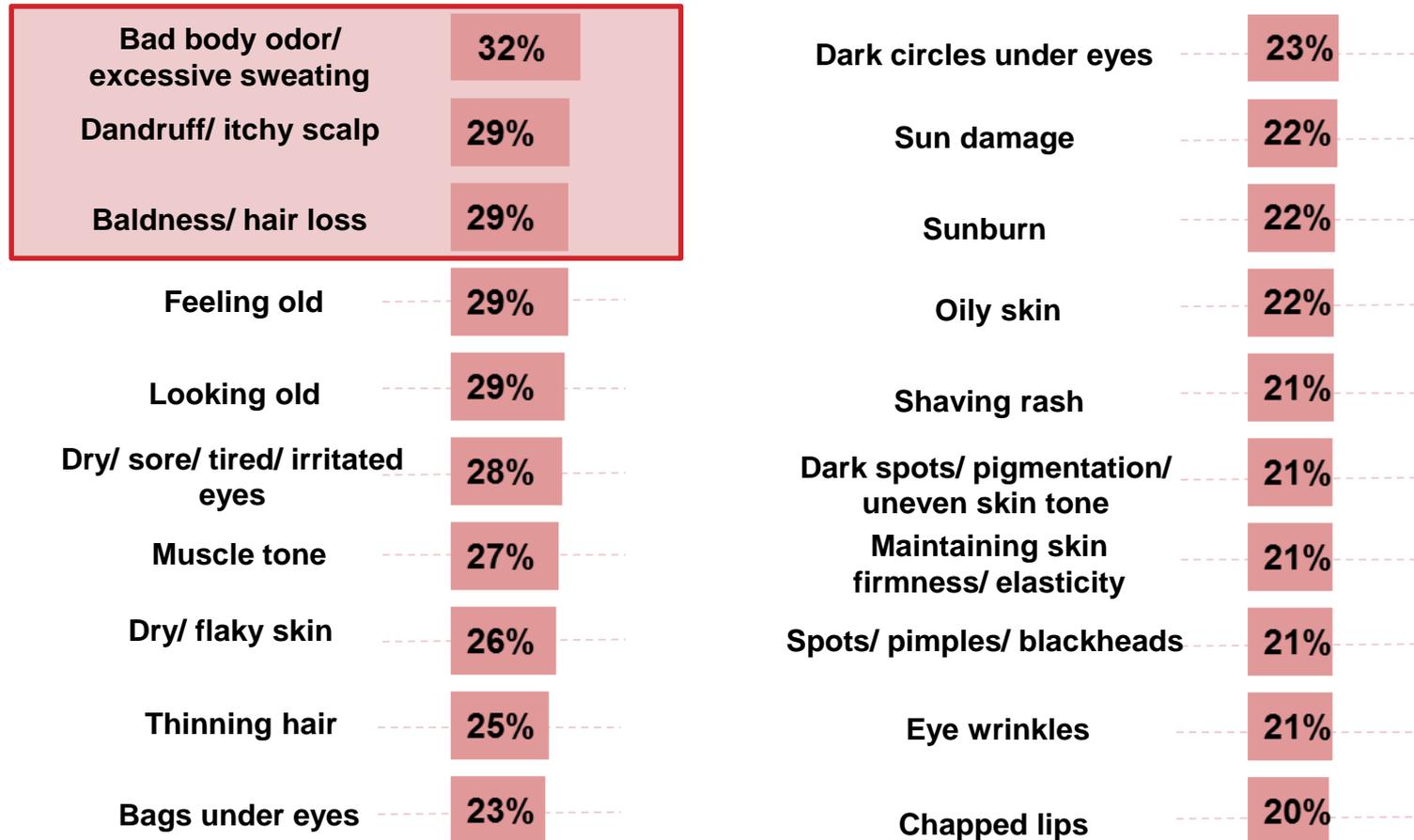
The "antithesis" of spornosexuality

Emphasis and embracement of masculine traits and appearing "rugged"



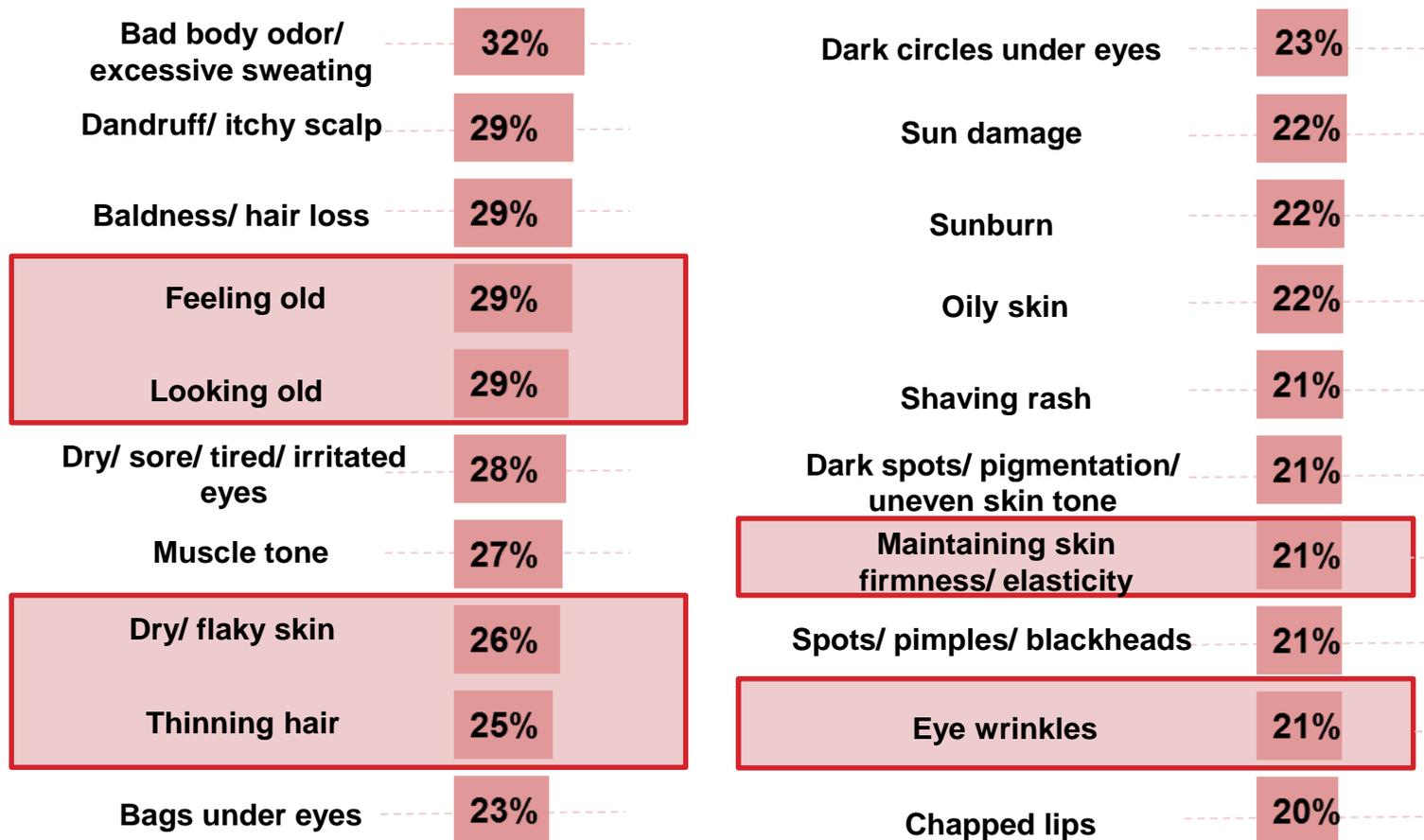
Males have increasingly complex appearance-related concerns

Top 20 appearance-related issues male consumers are very/extremely concerned about



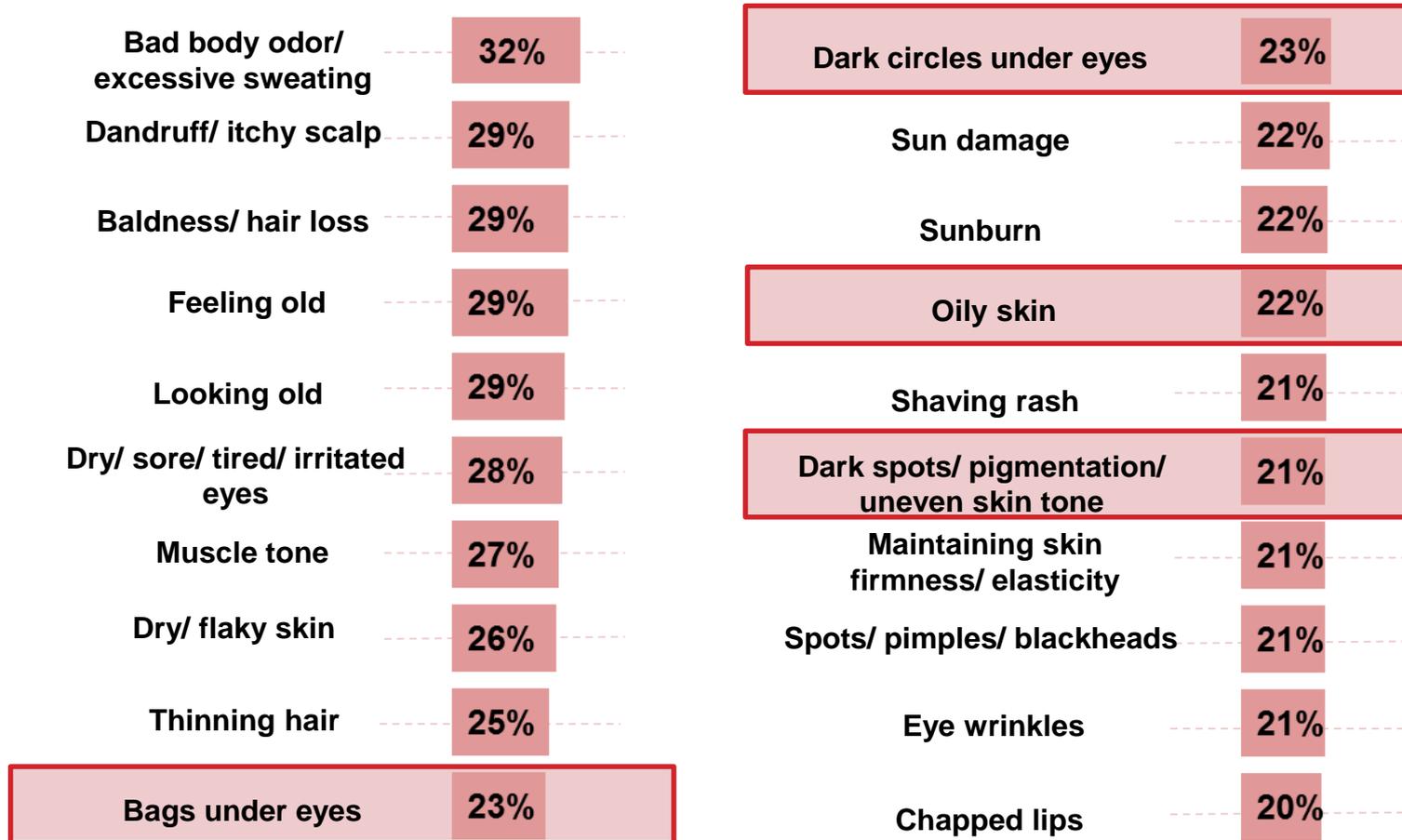
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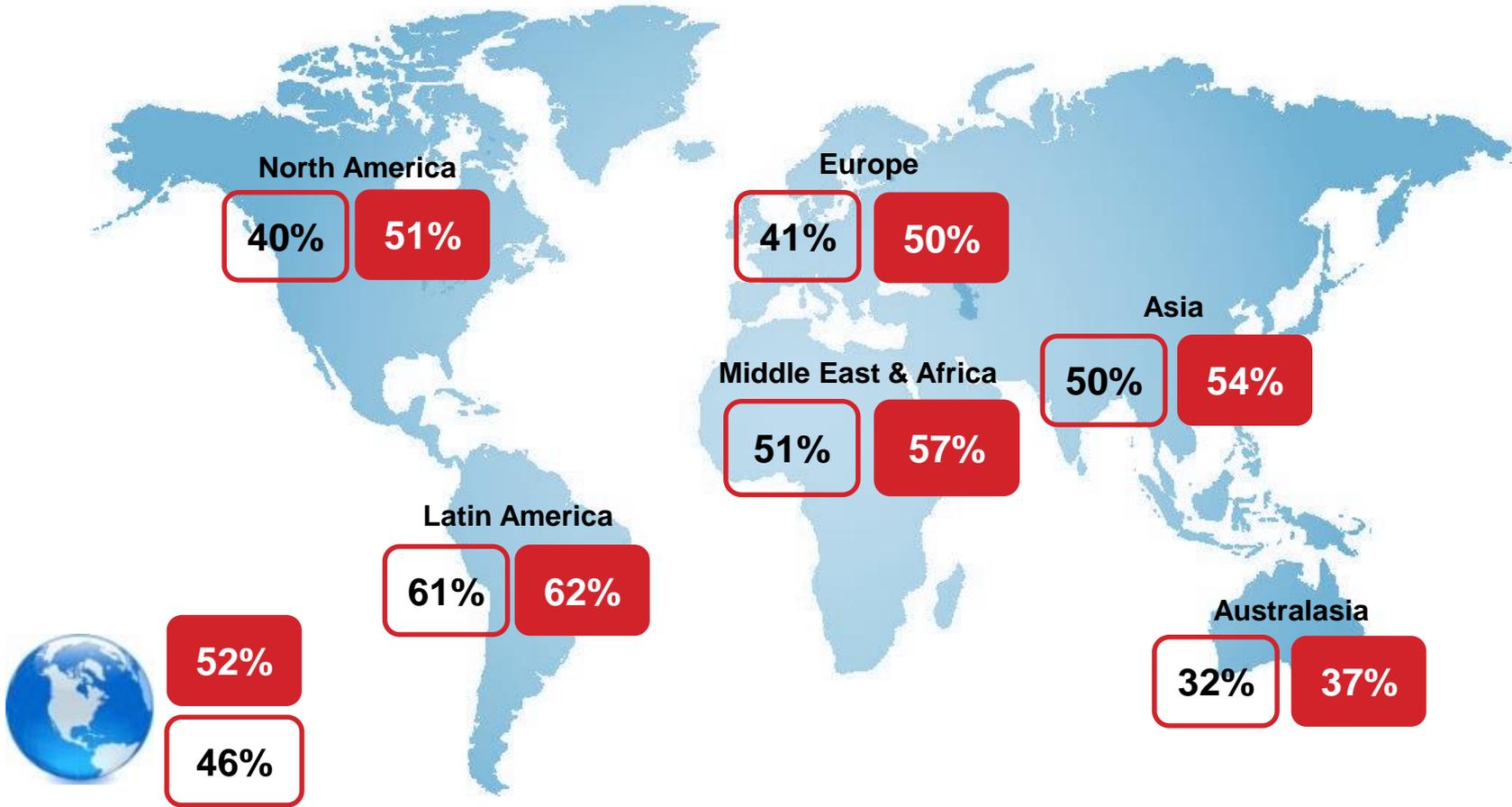
Attitudes towards appearance and grooming vary by region



Men who believe their looks and appearance to be important or very important



Men who agree they are interested in purchasing products to enhance their appearance





Top innovation trends in male grooming



Three key innovation trends in male grooming



**Beyond
Shaving**



**Male
Cosmetics**



**Tailored
Solutions**



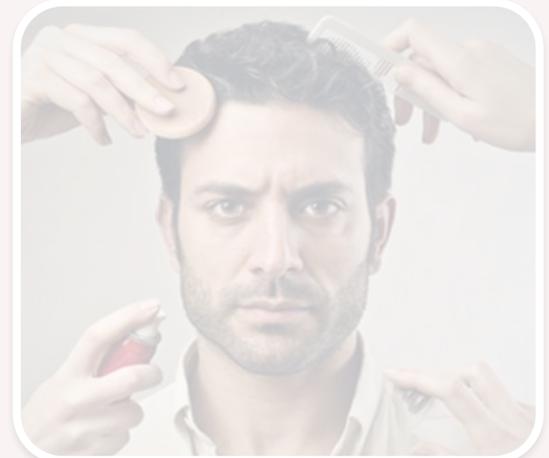
Three key innovation trends in male grooming



**Beyond
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#1: Beyond shaving: beard maintenance

Beard hygiene



**Billy Jealousy
Beard Wash**
*"Cleans, softens and
detangles the gnarliest of
beards"*

Beard care



**Tom Ford
Conditioning Beard Oil**
*"Conditions, softens, and
nourishes the beard."*

Creating targeted beard "systems"



**Vichy Homme Idealizer 3
Day Beard and +**
*"Provide skin with long lasting
hydration and coating for a
more supple and well-
groomed beard."*



#1: Beyond shaving: facial hair as a fashion accessory

Targeted stylants



The Hairgum Barber Shop Moustache Wax

Designed to shape moustaches and recreate “hair” styles

“Groomers” vs. shavers

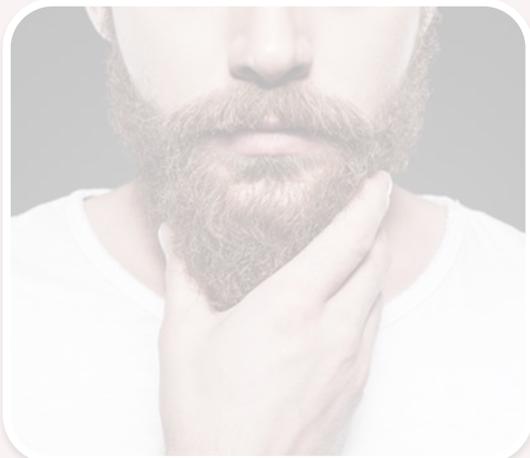


Remington Vacuum Beard & Grooming Kit

For “style conscious men who want to trim the length and define the shape of their beard”.



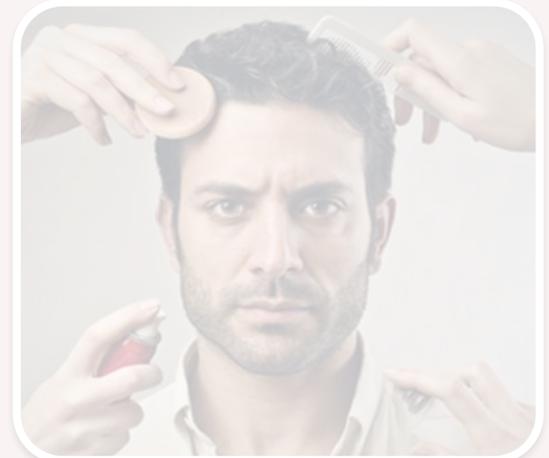
Three key innovation trends in male grooming



**Beyond
Shaving**



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#2: Male cosmetics: functional face make-up

All over facial coverage



IOPE Men Air Cushion Broad Spectrum SPF50+
“An air cushion sunscreen for men that provides natural coverage.”

Concealing blemishes



Tom Ford Concealer
“Tom Ford For Men Concealer is a practical, simple tool.”



#2: Male cosmetics: the challenge for color cosmetics

“Male” polish



Evolution Man Pavement Nail Paint

“Hit the Pavement running with this polished, concrete looking nail paint.”

Functional lip
“make-up”



Garnier Men The Ultimate Protective Lip Balm

Protects lips from dryness and increases cell turnover to help repair lips



Three key innovation trends in male grooming



**Beyond
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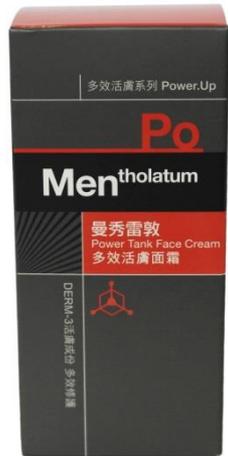


**Tailored
Solutions**



#3: Tailored solutions: efficacy driven consumers

Active ingredients



Mentholatum Power Up Power Tank Face Cream
Formulated with a “DERM-3 complex” featuring hyaluronic acid, coenzyme Q10, and wheat seed extract.

Professional endorsement



Dove Men+Care Expert Shave Range
“Clinically proven to better hydrate skin, help protect it during shaving and provide an incredibly smooth glide for the razor.”

Performance claims

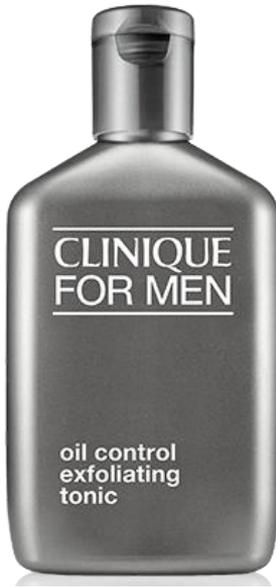


L'Oreal Men Expert Vita Lift Anti-Age Force Moisturizing Gel-Serum
Claims to act “instantly for visible results the 1st minute it is applied”, hydrates skin for 24 hours, and is quickly absorbed.



#3: Tailored solutions: “manly” products

Simple, targeted packaging



Clinique for Men

Oil Control Exfoliating Tonic

“Helps control oil buildup to maintain clearer skin. De-flakes skin's surface.”

Masculine claims



Biotherm Homme Total Recharge CC

Gel Instant Healthy Look

“Vitamin C and ginseng revitalise and recharge your skin.”





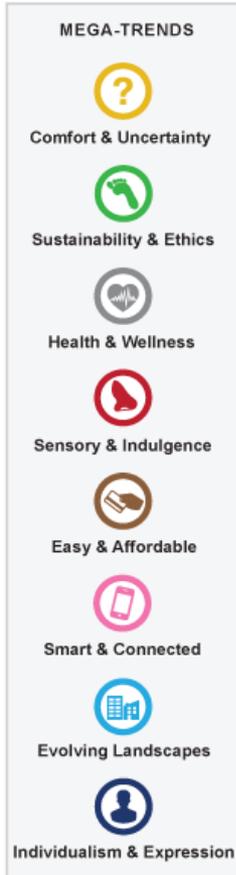
Summary



TrendSights: 40 sub-trends that are driving innovation

TRENDSIGHTS

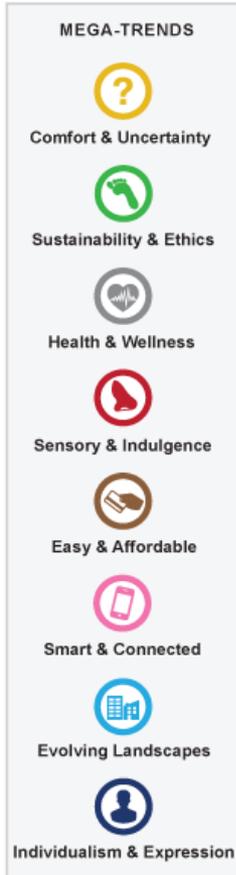
Tomorrow's Consumer Brand Landscape



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TRENDSIGHTS

Tomorrow's Consumer Brand Landscape



Summary: male grooming innovation trends and opportunities



Grooming is as important for men with facial hair as it is for those without.

Facial hair is an expression of masculinity and individuality

Different styles and lengths of facial hair create opportunities for targeted grooming products.



Face make-up represents a high potential area for growth due to overlaps with functional skincare

Purely color focussed cosmetics are unlikely to succeed currently due to social barriers, but opportunities exist for functional expansion e.g. lip balm



Men are extremely results driven and brands need to ensure they enhance product efficacy credentials.

Opportunities exist in repositioning and reformulating products targeted at women in conjunction with “manly” marketing and packaging.



Thank you!

Presenter – Jamie Mills

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