Men’s Grooming
What male grooming means to British men

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“Men have always wanted to ‘look after themselves’ – so far as cultural norms permit. Thus in centuries past men (of wealth) have powdered faces, donned wigs, worn lipstick etcetera. Of course, in the last century, in Britain, this would have been regarded generally as socially unacceptable and ‘feminine’.”

Graham Satchwell
Founding Director of the British Barbers Association (BBA)
Products used nowadays

Our data show men are using the basics to wash and keep themselves smelling fresh

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shampoo</td>
<td>79</td>
</tr>
<tr>
<td>Deodorant/body spray</td>
<td>79</td>
</tr>
<tr>
<td>Shower gel</td>
<td>71</td>
</tr>
<tr>
<td>Aftershave/fragrance product</td>
<td>62</td>
</tr>
<tr>
<td>Soap</td>
<td>54</td>
</tr>
</tbody>
</table>

Base: n=1000 (Nat Rep sample)
Source: SPA FT research conducted
But there are surprisingly high levels of penetration for some products.

- Hand cream: 50%
- Moisturiser: 42%
- Body lotion: 40%
- Lip Balm: 33%
- Hair Spray: 23%

Base: n=1000 (Nat Rep sample)
Source: SPA FT research conducted
1 in 9 have a skincare regime...

…and 44% of all men have a say that they use some kind of skin care product

Base: n=1000 (Nat Rep sample)
Source: SPA FT research conducted
Cosmetics/make-up
Eye shadow
Blusher/bronzer
Mascara/manscara
Eye liner/guyline

Foundation
Lip gloss
Hair colourants
Tinted moisturiser
Concealer/corrector

Top 10 products that men would never consider using

@AskMen
They Are Still Trying To Get Makeup For Men To Catch On
http://btr.mn/Re (via @NZHerald)
Some too butch for Sun Cream?

17% of men claim they never use sun protection!

Those more likely to reject sun protection are

- 55-65 year olds (31% rejection compared with 14% of the younger age groups)
- Straight men (18% compared with 9% who are gay/bisexual).

Base: n=1000 (Nat Rep sample)
Source: SPA FT research conducted
The majority of men buy their products form the supermarket

- 63% of men claim that they buy their grooming products from the supermarket

Chaps don’t generally make special trips for toiletries

- 86% of men buy their grooming products at the same time as their other shopping

Base: n=1000 (Nat Rep sample)
Source: SPA FT research conducted
And average monthly spend…

Younger blokes spend more a month

- 18-34: £14.60
- 55-64: £10.50

Southerners are the biggest spenders

- South: £14.44
- Midlands least: £12.00

There is strength in the ‘pink pound’

- Gay/bi-sexual: £16.19
- Straight: £13.19

Base: n=1000 (Nat Rep sample)
Source: SPA FT research conducted 2011
But segments go beyond stereo-type

Base: n=1000 (Nat Rep sample)
Source: SPA FT research conducted 2011
Older spice

### Top 3 reasons for using grooming products

- Doesn't have a stigma attached to it nowadays
- Is expected nowadays
- Makes you feel good about yourself

### The Bathroom Cabinet

The basics + a dash of aftershave

### Proportion spending in excess of £21 a month on products

- 13%

### SEG

- ABC1 – 49%
- C2DE – 51%

### Average Age

- 42

### Social Media

- Facebook: 58%
- Twitter: 13%
Take Pride

Top 3 reasons for using grooming products

- Doesn't have a stigma attached to it nowadays
- Gives you more confidence
- Makes you feel good about yourself

The Bathroom Cabinet

The basics
+ aftershave / fragrance
+ Conditioner
+ A skin care product

Proportion spending in excess of £21 a month on products

17%

SEG
ABC1 – 69%
C2DE – 31%

Average Age
39

67%

18%
Happy Heroes

Top 3 reasons for using grooming products

Makes you feel happier
Is expected nowadays
Makes you feel good about yourself

The Bathroom Cabinet

The basics
  + aftershave / fragrance
  + Skin care products
  + Hair removal
    (just under half)

Proportion spending in excess of £21 a month on products

40%

SEG
ABC1 – 59%
C2DE – 41%

Average Age
37

69%
21%
So where are we going and what will the future hold…?
Barbers are on the rise

“[The] craft is enjoying a British renaissance. About 10% of the nation’s 35,000-odd hair salons are now barbers...

...the number of listed barbers has more than doubled since 2001, with a 32% increase in the past three years alone.”

Source: Economist August 2011
The metrosexual is growing up

Source: Celebuzz!
New brands are entering the market

“Big Brands were doing very well and being given more space at the cost of smaller brands. However, lower margins and sales reflect the fact that consumers aren’t impressed with the lack of choice and there is now a shift back to developing more niche products.”

Neil Wilkinson, Director Rockface
“I don’t think men are particularly well served when it comes to [grooming] products, the man section is much smaller and generally tucked away in the back.”

“I like Boots…sometimes I don’t know what I’m looking for, you ask the girls and they tell you what you need.”

Source: SPA FT research conducted 2011
“My wife used to buy me stuff when she went to the shops but now I buy for myself. I’ll pick up basics at the supermarket but if I want a scrub… Boots tend to do a good range so I’ll go there.”

“Yeah I’ve got hand cream on my desk at work cos I suffer from dry hands otherwise. Some people used to laugh at me for it, but now they borrow it.”

Source: SPA FT research conducted 2011
“The next big thing will be the redefinition of ‘barber shops’ as the natural centres of male grooming – a wider concept than just cutting hair and providing shaves.”

Graham Satchwell
Founding Director of the British Barbers Association (BBA)
There is interest in a “man shop”

47% of men say they would be interested in a “Manshop”

- This rises to 65% of our high spending group – *Happy Heroes*

*Base: n=1000 (Nat Rep sample)*
*Source: SPA FT research conducted*