

Men's Personal Care - US - October 2013

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"The men's personal care category is expected to grow steadily into 2018. However, there are some challenges. Companies need to look for ways to better engage with older men, determine how male-specific skincare and haircare products can better compete with general market products, and improve the current shopping experience."
— Gabriela Elani, Home & Personal Care Analyst

This report looks at the following areas:

- Engaging older men in the category
- Male-specific skincare and haircare struggle to compete with general market
- Improving the shopping experience

The men's personal care products market is growing steadily. In 2013, total US retail sales for men's personal care products are \$3.9 billion, a 15% increase from 2008 before adjusting for inflation. The market performed well during the recession and in the years that followed because men use a number of personal care products to maintain their daily hygiene. Category growth in the coming years will largely be driven by the product segments where products have traditionally been segmented by gender and both market penetration and usage frequency are high, including the APDO (antiperspirant/deodorant), shaving, and body care segments. Mintel expects that the men's personal care market will grow steadily during 2013-18, reaching sales of \$4.4 billion in 2018.

Product segments that have not traditionally been segmented by gender—namely haircare and facial skincare—face bigger challenges because use is lower among men and general market offerings are more prevalent. Scalp health in haircare and antibacterial and skin healing properties in facial skincare could be potential opportunities to boost sales in these segments.

The key topics of focus for the 2013 report including understanding men's current product usage, what tactics may be needed to increase product adoption and more regular usage, and what the opportunities are for retailers and brands to improve the current shopping experience. This report also analyzes US sales performance for men's personal care products for the past five years and the market forecast through 2018. This report also explores men's personal appearance preferences, attitudes concerning their appearance, and attitudes concerning product quality.

This report builds on the analysis presented in Mintel's *Men's Grooming and Toiletries—US, October 2012* as well as *Men's Toiletries—US, October 2011* and previous reports with this same title in November 2009, November 2007, June 2005, June 2003. It also builds on the *Men's Grooming—US, September 2010* report.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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