

5th Edition



Male Grooming Products: U.S. Market Analysis and Opportunities

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Base Year: 2018

Regional Coverage: United States

A robust analysis of the dynamic market for male grooming products, focusing on market size and growth, news-making imports, alternate channel analysis, key new launches, and product trends. The consumer survey takes a deep dive into the various triggers and influencers of purchase decisions and identifies unmet needs of the consumers.

This Report Helps Subscribers Address the Following Questions:

- How are big-box retailers incorporating and expanding men's grooming in their stores?
- Which product categories show the largest gains?
- What are the unmet needs in the market?
- Which retail channels are growing the fastest and why?
- Who has the largest impact on men's purchasing decisions?

Featuring a Consumer Research Section



Report Contents

Introduction

- Scope
- Sources and methods

Market Overview

- Key learnings
- Trends and developments
- Market size and growth
- Category highlights
- Competitive landscape
- Future outlook to 2023

Products

Profiles of categories is provided for each of the product categories listed in Table 1. Information provided in each category profile includes:

- Category developments
- Sales and growth
- New product trends
- Sales by company and brand for 2017 and 2018
- Retail outlet breakdowns
- Marketing activity
- Outlook to 2023

Consumer Survey

The following detailed analysis is provided:

- Demographics of male grooming product purchasers and users
- Key grooming concerns men want to address
- Gaps in the market that consumers would like addressed
- Influencers of purchasing decisions
- Frequency of purchase
- Growing purchase channels

Table 1: Product Categories Examined

Deodorants and antiperspirants

Fragrances (eau de toilettes, parfums, colognes, aftershaves)

Hair care products (conditioners, shampoos, and styling products)

Personal cleansing products (bar soaps and body washes)

Shaving products (creams and gels, excludes razors and blades)

Skin care products (facial skin care and hand and body lotions)





Scope

Male Grooming Products: U.S. Market Analysis and Opportunities is an analysis of the market for products marketed exclusively to men. This report does not include products marketed to both sexes, even though clearly men purchase and use a significant portion of those. The market study of this report will track the male grooming market, which is broken out into six product classes:

- Deodorants and antiperspirants (spray, stick, roll-on, and gel), excluding crystal deodorants and deodorant sheets
- Fragrances (eau de toilettes, parfums, colognes, aftershaves)
- Hair care products (conditioners, shampoos and styling products)
- Personal cleansing products (bar soap and body washes)
- Shaving products (creams and gels), excludes razors and blades
- Skin care products for men (facial skin care and hand and body lotions)

This analysis covers consumer purchases in the United States through all channels:

- Direct sales (social selling, home shopping, infomercials, and the Internet)
- Department stores
- Mass outlets (mass merchandisers, drug stores, food stores, and warehouse clubs)
- Specialty (vertically integrated stores and cosmetics specialty retailers)
- Professional (salons and spas, doctors' offices)

Key Benefits

This report enables subscribers to identify business opportunities by analyzing the dynamics in this hard-to-track industry, understanding market growth factors, the competitive landscape, and future trends. The report will provide:

- An understanding of market growth and unmet needs
- A perspective on leading players, as well as the smaller, up-and-coming ones
- A resource to augment business plans with reliable insights and data.
- The identification of potential acquisitions, merger candidates, and strategic alliances
- An understanding of market growth and future trends



Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60 years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for 60 years.

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