

# MEN'S GROOMING – INDIAN CONSUMER – 2019

Keep appearance as a main point when communicating product benefits; capitalise on facial haircare/shaving products to promote skincare benefits.



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# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- Use self-confidence and good looks as a hook to initiate usage of advanced products in men
- India is among the top five countries in sales of shaving & depilatory products
- 'Male' claims in grooming products showcase stable growth in launches across major categories
  - Graph 1: Skincare, haircare and shaving product launch activity with 'male' claims, 2016-Jun 2019
- Top skincare claims for male grooming products in India
  - Graph 2: Top claims in men's facial skincare launches, 2017-18
- Looking good is a confidence booster
  - Graph 3: "Which of the following do you agree with? Please select all that apply", select statements, 2019
- Men are the loyal lot
- Opportunity to increase usage of complementary products
- Leverage the shaving habit to encourage men to take care of their facial skin
- What this means

## KEY TRENDS

- What you need to know

### Key drivers

- Brands focus on specific problems for men
- Start-ups offering subscription boxes to ease ordering
- Pollution and stressful urban lifestyles cause skin problems
- Start-ups receiving funding from bigger players indicates potential for the future

### Global trends and how they are playing out in India

- Men's BPC meets Mintel Trends

## CONSUMER INSIGHTS

- What you need to know

### Chapter 1: Appearance requirements

- Use body oiling as a way to promote bodycare
- Talk about glowing skin to younger men
- Emphasise benefits about appearance enhancement to younger men

# Men's Grooming – Indian Consumer – 2019

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- Understand what 'well-groomed' means to each region and shape the descriptors men consider appealing
- Metro men want to look younger – talk about maintaining skin health in products

## Chapter 2: Skincare

- Defining consumer groups
- Men in the South are predominantly non-users; North has basic users; East has advanced users
  - Graph 4: User groups based on skincare products used, by region, 2019
- Push sheet masks for younger men as a convenience product
  - Graph 5: Facial skincare product usage, by age, 2019
- Highlight certified ingredients in skincare products
- Educate younger consumers on skincare online
- Highlight routines of CTM to advanced users
- Use an expert brand association like a dermatologist
- Men visit skin treatment clinics – formulate products that mimic similar long-lasting benefits
- Market under-eye products for the working men who face tired eyes

## Chapter 3: Haircare

- Defining consumer groups
- Older male consumers are very basic users of hair products; highlight multi-functional benefits
  - Graph 6: Men's hair product usage, by age, 2019
- Tier 1 has advanced users; offer advanced benefits
- Prevent confusion by highlighting claims on front of the pack
- Go online to sell hair products to advanced users

## Chapter 4: Shaving and beard care

- Shaving cream and razors undoubtedly remain the top products men need; alum, a traditional shaving product, is somewhat popular
  - Graph 7: "Which of the following men's grooming products have you used on your face in the last six months? Please select all that apply", % of consumers, 2019
- Ease of use is important for men in shaving products, along with natural/botanical ingredients
  - Graph 8: Top 10 claims in shaving and depilatory products for men, Jan 2016–Jun 2019
- Shaving is an activity that men spend good time on – make it engaging
- Lab Series Skincare for Men targets both the bearded and clean-shaven with its multi-functional grooming oil
- Vary the size of razor heads for men who like to keep a beard
- Target and educate about the use of wax strips for younger men
- Make subscription-based beard products stand out from the crowd

## MARKET APPLICATIONS

- What you need to know

### Opportunities

- Highlight the convenience and time-saving aspects of haircare products
- Use salons as a distribution channel to sell products to men
- Use women as influencers to convince men
- "Products that are developed for men, borrowed by women"
- Old Spice was a brand previously associated with old men, but a fresh take spoke to women about 'The Man Your Man Could Smell Like'
- Team aftershave and masks as a routine activity

### Who's innovating

- MensXP launches men's beauty brand, 'MensXP Mud'
- Our pick of the most innovative launches
- Our pick of the most innovative launches
- Quick and multipurpose products to save time for men
- Style, trim, shave all in one

### Global innovations

- Our pick of the most innovative launches
- Products for on-the-go and young men
- Barbers become the new therapists
- Brands use an array of natural plant ingredients
- Bulldog uses sustainable bamboo and sugarcane to boost its natural and eco-friendly credentials
- Sheet-format shaving preparation for portability
- L'Oréal Men Expert Vita Lift helps with shaving and also removes impurities

## APPENDIX

- Consumer survey methodology

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