

MEN'S GROOMING – INDIAN CONSUMER – 2022

Build preventive skincare to enhance men's facial care routine, position grooming as self-care and use appearance and self-image to boost product usage.



Tanya Rajani, Principal Analyst, Beauty & Personal Care, India



Men's Grooming – Indian Consumer – 2022

This report looks at the following areas:

- COVID-19's impact on the men's grooming category
- Key trends impacting men's grooming in India
- Identifying concerns regarding appearance that men are most worried about
- Understanding the grooming practices men are willing to spend time on
- Factors that are important to men when purchasing grooming products
- Understanding men's attitudes towards grooming



Build preventive skincare to enhance men's facial care routine, position grooming as self-care and use appearance and self-image to boost product usage.

Overview

In spite of facial concerns like oily skin and dark circles making it to the top five concerns that worry men, only 15% say they are willing to spend time on using facial skincare products, hence the gap between need and usage.

Men who are willing to spend time on using facial care products strongly agree that it is good to be proactive about one's skincare and haircare (35%) and are particular about their appearance. Therefore, they would be invested in preventive beauty that can help maintain their appearance. High efficacy, popular ingredients and a pleasant texture are important to them when purchasing grooming products and they show interest in skincare that is designed specifically for them.

BUY THIS REPORT NOW


€2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL



Significantly more than the total population, metro men agree that a grooming routine can help them relax. **52%** of Indian men consider 'appealing scent' as the most important factor while purchasing grooming products. Therefore, fragrance can be tapped to position men's grooming as a form of self-care.

Along with the need to prioritise one's appearance in this competitive age, north Indian men also seek compliments from others on their looks. This cohort enjoys trying new things for their appearance – a need that can be capitalised on as long as brands give them the right guidance.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Report Content



EXECUTIVE SUMMARY

- Mintel's perspective

Key issues covered in this Report

- Overview
- The impact of COVID-19 on men's grooming
- Men's skincare is yet to gain momentum in India
 - Graph 1: men's grooming by categories, 2017-22
- Tap on preventive care to increase usage with men who are willing to spend time using facial care
- Tap into preventive care to increase usage with men who are willing to spend time using facial care
 - Graph 2: grooming practices men are willing to spend time on, 2022
- Answer metro men's need for relaxation in BPC by focusing on fragrance
- Build usage with North Indian men who are driven by self-image and appearance

Mintel predicts

- The outlook for men's grooming in India
- Quick download resources:

KEY TRENDS

- What you need to know

Indian men are ready to experiment with skincare

- Fragrances and deodorants are driving NPD in male BPC
 - Graph 3: men's grooming by categories, 2017-22
- Open to experimenting with skincare
- Home-grown DTC brands are leading the innovations in men's skincare

Stress is raising the need for self-care routines

- Indian men are physically and mentally distressed
- Modern lifestyles have added to stress-related concerns
- Grooming services are addressing a latent need for sophisticated pampering

Self-image and appearance now a priority for men

- Men are not too far behind women in minding their appearance
- Access to information and guidance is opening up new avenues in male BPC
- Increased internet consumption fuels beauty trends and beauty engagement

Global trends and how they are playing out in India

- Self-care is being recognised as a growing need for men
- Men invest more in their appearance to express their best version

CONSUMER INSIGHTS

- What you need to know

Men who are willing to spend time on facial care seek efficacious preventive skincare

- Facial skin concerns are as pressing as hair concerns
 - Graph 4: top concerns* among men regarding their appearance, 2022
- Spending time on facial care is not a key priority for men
 - Graph 5: grooming practices men are willing to spend time on, 2022
- Who are the men who are willing to spend time on using facial care products
- Anchor on preventive acne care to maintain their appearance
 - Graph 6: consumers who strongly agree with select statements regarding men's grooming, 2022
- Increase their usage by giving them efficacious care that feels pleasant on the skin
 - Graph 7: important factors when purchasing men's grooming products, 2022
- Design skincare specifically for men
 - Graph 8: important factors when purchasing men's grooming products, 2022
- Potential to increase their usage across BPC categories

Metro-residing men seek relaxation in BPC

- Men residing in metro cities are leaning on grooming as an outlet to relieve stress
 - Graph 9: consumers who agree that a grooming routine can help them relax, 2022
- Sensorial comfort is a crucial purchase trigger
- Metro men are most attuned to fragrance products
 - Graph 10: consumers who would be willing to spend time on using fragrance products, 2022
- Leverage scent for a relaxing bathing experience

North Indian men pay keen attention to appearance

- North Indian men are most driven by self-image and appearance
 - Graph 11: consumers who agree that paying attention to one's appearance has become necessary in today's competitive age, 2022
- North Indian men seek external validation
 - Graph 12: Agreement to "it is important to them to receive compliments on their appearance from others", 2022
- Educate to help them enjoy grooming

MARKET APPLICATIONS

- Opportunities: key focus areas

Address the need for efficacious preventive skincare

- Communicate the importance of preventive care in one's daily routine
- Offer effective solutions to the pressing skin concerns men face
- Play up on textural innovations that offer a feel-good factor
- Go beyond generic products to introduce male-specific variants

Use scent to position grooming as self-care

- Anchor on sensorial cues to uplift and energise stressed male consumers
- Elevate bathing from basic hygiene to indulgent self-care and mood management
- Offer services for men to simply sit back, relax and rejuvenate
- Introduce disruptive concepts that combine wellness of mind, body and spirit

Focus on appearance and self-image to boost usage

- Marketing-speak shifts in favour of new-age consumer triggers
- 'The War Paint for Men' talks about men feeling confident and comfortable with their appearance and grooming choices
- Case study: tapping the softer side of masculinity

APPENDIX

- Consumer survey methodology

About Mintel India Consumer

Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

In each report, we're analysing the trends and the innovations, the behaviours and the influencers of consumers across India. Our local expert analysts then examining the primary research and consumer data and translating it into what it means for you.

- ✔ Find out what Indian consumers want, what they need and what influences their purchasing decisions.
- ✔ Understand the Indian market and see how it fits into wider trends on a local and global level.
- ✔ Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

How Mintel Indian Consumer will help your business grow:

01

Segment consumers across India according to their regional and demographic differences so you can target them more effectively.

02

Analyse the latest trends and innovations and see how they fit at a local level to identify opportunities for your next big idea.

03

See action-oriented summaries to understand an area quickly or investigate the data to get an in-depth understanding of your market.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by an Indian licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850