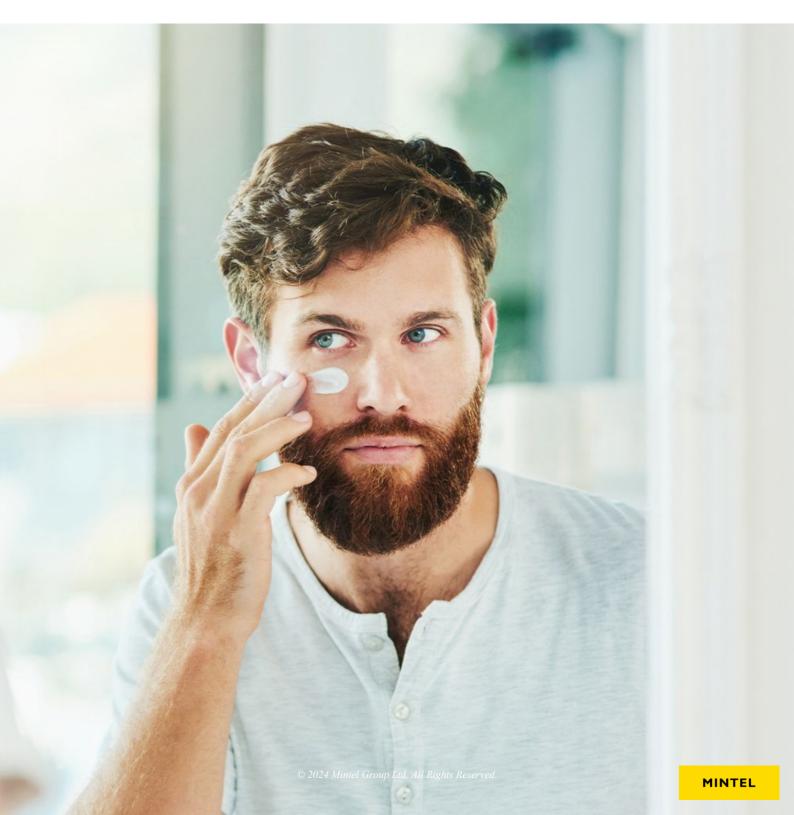
MEN'S ATTITUDES TO SKIN AND HAIRCARE - GERMANY - 2020

A lack of dedicated NPD is undermining men's involvement in the BPC sector. Harness lifestyle factors, expand mass market options and boost education to excel.



Bettina Krechel, Research Director - German Reports



Report Content

EXECUTIVE SUMMARY

· Mintel's perspective

Market context

- · Ageing population and financial concerns challenge growth
- · Diversity and inclusivity begin to make their mark

Mintel predicts

- A greater focus on male-positioned NPD
- · A greater focus on male-positioned NPD
- · Increased brand/retailer activity targeting men
- · Increased brand/retailer activity targeting men
- · More eco-friendly options
- · More eco-friendly options

What consumers want, and why

- · Consumers want: added care benefits for hair
 - Graph 1: men's usage of hair products, September 2019
- · Consumers want: more reasons to use male skincare
 - Graph 2: men's usage of facial cleansing products, September 2019
- Consumers want: more reasons to use male skincare
 - Graph 3: men's usage of facial caring products, September 2019
- Consumers want: simplicity
 - Graph 4: men's behaviours around facial skin/haircare, September 2019
- · Consumers want: simplicity
- Consumers want: guidance
- Consumers want: guidance

Opportunities

- Education, education, education
- Education, education, education
- Expand mass offerings
- · Expand mass offerings
- Stress the benefits
- · Stress the benefits
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- · German consumers face a tough economic climate
- · Hair and facial skin are male grooming priorities
 - Graph 6: men's top three grooming priorities after hygiene basics on an average day, by age, January 2019
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WHAT CONSUMERS WANT, AND WHY

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- · Integrate guidance and education into campaigns

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- · Lifestyle challenges product use
- · The impressionable younger man
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- Younger men feel the pressure
- Mintel Trend: Guiding Choice
- · Mintel Trend: Guiding Choice

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- · Men under-catered for in NPD
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Men's Attitudes to Skin and Haircare - Germany - 2020

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- · Face care NPD has universal approach
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- · Styling and hygiene vs care
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