

MEN'S PERSONAL CARE – CANADA – 2024

While involvement remains lower compared to women, there is a discernible expansion in men's personal care routines, reflecting broader changes in the concept of masculinity and self-care.



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Men's Personal Care – Canada – 2024

This report looks at the following areas:

- Facial and body hair grooming preferences
- Personal care product usage
- Appearance concerns
- Personal care product preferences
- Personal care routines and behaviours
- Market factors impacting men's personal care brands

Overview

By incorporating wellness and self-care elements into personal care offerings, brands give men permission to expand their personal care routines beyond necessary hygiene steps. Products that promote overall wellbeing resonate with those seeking solutions that go beyond mere aesthetics and hygiene, tapping into the growing wellness trend.

While economic conditions may lead to some price sensitivity in the category, many continue to be willing to invest in premium products, particularly when it comes to more discretionary products with performance claims. Consumers recognize value beyond price and are willing to invest in brands that intrigue them. Having said this, half of shoppers are swayed by sales, highlighting the need for brands to demonstrate their worth over the competition.

Over half of men 25-34 feel that it is acceptable for men to wear makeup. This is a clear indication of the shift taking place in societal norms and gender roles, and the growing comfort men have focusing on their appearance.



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However, many men are reluctant to change their grooming habits, which can slow down the adoption of new products. Overcoming this reluctance involves educating consumers about the benefits and demonstrating how easily new products can fit into their existing routines, thereby encouraging them to try and adopt new grooming practices.

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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Opportunities

CONSUMER INSIGHTS

Consumer fast facts

Body hair grooming routine

- Half of men actively groom body hair
 - Graph 1: typical body hair grooming routine, 2024
- The prevalence of body grooming declines with age
 - Graph 2: typical body hair grooming routine, by age, 2024
- Biological and cultural factors impact grooming habits
 - Graph 3: typical body hair grooming routine, by racial background, 2024

Facial hair styles

- From bushy beards to a clean shave, men's facial hair needs are diverse
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 - Graph 4: typical facial hair style, by age, 2024
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- Immigration patterns will shift facial hair product needs
 - Graph 5: typical facial hair style, by racial background, 2024

Personal care product usage

- Men continue to be less involved in the category
 - Graph 6: personal care products used in the past 12 months, men vs women, 2024
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 - Graph 7: personal care products used in the past 12 months, men, 2021 vs 2024
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 - Graph 8: personal care products used in the past 12 months, men by age, 2024
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 - Graph 9: personal care products used in the past 12 months (select), men overall vs Asian men, 2024

Appearance concerns

- Age-related issues are top concerns for both men and women
 - Graph 10: appearance concerns (any top three mention), men vs women, 2024
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 - Graph 11: appearance concerns (any top three mention, select), 2024 vs 2021
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 - Graph 12: appearance concerns (any top three mention, select), men by age, 2024
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Product preferences

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 - Graph 14: premium and mass brand purchases by category, 2024
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 - Graph 15: premium and mass brand purchases (net), men 18-44 vs men 45+, 2024
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- Premium price tags are not necessarily linked to performance
 - Graph 16: personal care product value attitudes (% any agree), men by age, 2024
- Price and value are separate considerations, regardless of budget
 - Graph 17: personal care product value attitudes (% any agree), men by household income, 2024
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 - Graph 18: those who use a version/brand of this that is specifically designed for men, 2024
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 - Graph 19: 'Products designed specifically for men work better than genderless products (eg unisex)' (% any agree), men by age, 2024
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 - Graph 20: 'I use a version/brand of this that is specifically designed for men' (net), men by age, 2024

Personal care routines

- Men remain hesitant to shake up their routines
- Attitudes towards male cosmetics are shifting with younger generations
- Makeup use is becoming more common
 - Graph 21: 'I sometimes use makeup to cover up imperfections' (% any agree), men by age, 2021 vs 2024
- Providing reassurances that masculinity is not threatened by makeup
- These cosmetic products include male-specific benefits
- Younger consumers are looking for outside advice
- Exposure to new products and a less established routine leads to heightened experimentation among younger men
 - Graph 22: personal care product discovery attitudes (% any agree), men by age, 2024

- Spouses are a source of advice for men
 - Graph 23: personal care routine advice, men vs women, 2024
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 - Graph 24: personal care product sharing attitudes (% any agree), men by age, 2024
- Engaging with female partners
- Appealing to female partners with performance...
- ...and scent
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 - Graph 25: personal care routine habits, male LGBTQ+ vs male non-LGBTQ+, 2024
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Personal care attitudes

- Interest in formulation is growing
- Over half of male shoppers claim to take the time to review ingredients
 - Graph 26: 'It's important to check the ingredients used in personal care products' (% agree), men by age, 2024
- These efficacy claims are linked directly to featured ingredients
- Shoppers expect brands to provide ingredient education
- Educate to build comfort with adjacent categories
- It is easier than ever to research ingredients
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 - Graph 27: 'I like to read product reviews prior to purchasing' (% any agree), men by age, 2024
- ...but lag behind female interest in product research
 - Graph 28: personal care product research attitudes (% any agree), men vs women, 2024

COMPETITIVE STRATEGIES

Launch activity and innovation

- Using technology for more personalized solutions
- Consumers expect brands to keep sustainability in mind
- Younger men recognize value in sustainable options
 - Graph 29: 'I am willing to spend more on environmentally friendly products', men by age, 2024
- Sustainability comes in a variety of forms
- Turning misfits into a mission to help others
- Multi-purpose products have a place along with specialized offerings
- Convenience without compromise
- Convenient and hassle-free skin routine
- Multi-purpose products deliver multiple benefits

Marketing and advertising

- Expanding beyond hygiene into self-care
- Looking good to look after yourself
- Self-care doesn't have to intimidate
- Mood-boosting claims place a focus on feeling good
- Ingredient-focused mood boosters
- Caring for others starts with self-care
- Irreverent ads make personal care less serious
- Encouraging men to incorporate new products into old routines for greater uptake
- Stretching out use for better value
- Building interest through partnerships

THE MARKET

Market drivers

- A light at the end of the economic tunnel?
 - Graph 30: current financial situation, total, 2021 vs 2024
- Consumers are still struggling
 - Graph 31: distribution of foreign-born population by region of birth, 1996-2036 (projected)
- Immigration patterns will shift male grooming needs

APPENDIX

- Market definition
- Consumer research methodology
- Consumer qualitative research
- Generations
- Abbreviations and terms

Disclaimer

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