As the cost-of-living crisis continues, adapting claims around specific skincare issues can help shave brands differentiate in a crowded category.
Report Content

• What you need to know
• At a glance

WHAT CONSUMERS WANT AND WHY

• Answer demands for easier shaving with skin benefits
• Why are consumers looking for more effective shaving products?

PRODUCT INNOVATION TRENDS

• Top formulation claims for global shaving/hair removal products launches
  - Graph 1: [no title]
• Expand functionality to improve skin and the shaving experience

THE PATENT LANDSCAPE

• Patent publication trends related to shaving composition
  - Graph 2: patents related to shaving composition, published each year, 2013-23
• The US leads with the highest number of granted patents related to shaving composition
• Global shaving/depilatories launch activity remained steady over the past five years
  - Graph 3: percentage of product launches by year, 2018-22
• P&G leads the way in patent registration
  - Graph 4: top 10 organisations with active* patent families related to shaving composition, 2023

Simultaneously cleanse and shave

• Address skin needs with multipurpose shave products
• Explore solutions to alleviate oily skin issues
• Add cleansing claims to shaving products
• Offer easier shaving for acne sufferers
• Target the deep cleansing of sebum to provide a better shave

Forge the connection between hydration and shave results

• Tackle hydration with proven skincare ingredients
• Focus on hydration to improve shave quality
• Feature ingredients offering superior moisturization for a better shave
• Link hydration to easier shaving for older consumers' skin
• Offer moisturization without stickiness and with improved rinsability
Patent insights: integrate skincare within shaving

- Take advantage of the many natural ingredients that soothe and moisturize

**Tie skin barrier protection to anti-irritation claims**
- Answer widespread concerns about skin sensitivity
- Tackle high sensitivity with skin barrier protection
- Highlight the power of the microbiome
- Focus on skin allergies and inhibiting bacteria
- Stress how skin barrier protection prevents problems

**KEY TAKEAWAYS**

- Key takeaways

**APPENDIX**

- Research methodology
- Key shaving composition related patent examples
- Key shaving composition related patent examples
- Contribution