

# THE FUTURE OF MEN'S GROOMING: 2022

Old-fashioned gender stereotypes are dissolving as more men recognise the benefits and the joys of taking care of themselves and their appearance.



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# Report Content



- The now, the next and beyond

## WHERE WE ARE NOW

- Flat NPD persists in the global men's grooming market
  - Graph 1: share of BPC products\* aimed at men, by select segments, 2021
- Male consumer sentiment towards appearance
- Men invest more in their appearance to express their best version
- Opportunity to increase product penetration and engagement

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Expand beyond established routines and find new ways to connect

- Connect with men doing their research on brands/products to expand routines
- Respond to men's diversifying grooming needs and provide value
- Multi-purpose and specialised formulas both have a place in men's personal care
- Target men with image boosting for their different life stage needs
  - Graph 2: motivations to use men's grooming, by age group, 2021
- Some men still need reassurance so looking beyond the comfort zone will be a challenge for new product adoption
- Capitalise on men's heightened engagement in facial skincare
- Close the grooming routine gap between facial care and aftershave steps
- Justify facial skincare as grooming essential addressing men's specific needs
- Don't shy away from offering intimate care solutions
- Anchor like-minded users through community-driven platforms
- Leverage peer recommendations and influence circles
- Immerse in the gaming world to engage men virtually
- Connect the world of gaming to grooming

### Leverage a stronger wellness positioning

- COVID-19 raises men's awareness of health and hygiene
- Growing demand for maintaining mental health due to the COVID-19 crisis
- Self-care is being recognised as a growing need for men
- By promoting self-care, brands are giving men permission to take extra steps in their routines
- Men seek healing from grooming

# The Future of Men's Grooming: 2022

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- Address stress as the root cause of hair loss
- Appeal to the senses: Men are influenced by products with appealing fragrances
- Appeal to the senses: combining convenience with wellness
- Good skin feeling, safety and ingredients are most important purchase factors
  - Graph 3: most important purchase factors of facial skincare products amongst men, 2020
- Products that help achieve physical self-care with innovative packaging and ingredients
- Use opportunity to communicate men's personal care on an emotional level

## Men's Beauty ID(entity)

- There is no 'normal' in beauty
- Offer a higher level of personalisation to address unmet needs
- Leverage AI technology for personalised beauty products
- Be flexible with typical 'macho man' stereotypes
- Help men find their comfort zone
- Connect with men to help them understand their identity
- Younger men are still finding what they want from men's grooming
- Aligning with younger men's interests drives brand engagement and, ultimately, repeat purchases
- Global momentum grows to embrace diversity
- Attract a younger gender-neutral eye with unisex scent
- Genderless branding is one route to making a mark
- Inclusive brands are targeting Gen Z regardless of gender
- Hawkins & Brimble revives the masculinity of the British gentlemen
- Genderless is not the only way to get men to experiment
- Innovation goes beyond genderless and concealer

## IN FIVE YEARS AND BEYOND

### Unfold a "clean" men's offering

- Eco claims have broad appeal to men
- Boost value sales in the men's category with greater emphasis on eco-credentials
  - Graph 4: eco-ethical claims in new beauty product launches geared toward men, 2017-21
- Bull Dog Razors: sustainability-led subscription
- Stay on top of sustainable packaging solutions that are convenient for men
- Tap into minimalism trends to help promote both convenience and sustainability
  - Graph 5: attitudes and behaviours towards personal care products – I'm trying to reduce the number of products I use, 2021
- Consumers choose products based on brand values and ethics since the pandemic
- Consumers choose cleaner BPC products since COVID-19

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- Clean beauty is trending in the men's facial care market
  - Graph 6: % of select clean-related claims in men's facial care products, 2017-21
- The East/West divide in eco-friendly and ethical claims
  - Graph 7: % of select clean-related claims in men's facial care products, 2017-21
- US and UK products bring eco-ethical and free-from claims to the fore
- Humanrace targets all people on the planet and adds Braille to containers
- Ingredients become a bigger focus
- Clean beauty continues its pre-pandemic expansion
- Men expect higher efficacy than women in clean beauty

## KEY TAKEAWAYS

- Men's grooming key takeaways

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