

MEN'S GROOMING

Body care, deodorant benefit from products for him

The U.S. men's grooming category is expected to see growth through 2017, albeit perhaps at a slower rate than previously predicted due in part to a tapering of new product launches and increased market saturation in such categories as shave. There's no doubt, however, that men are increasingly stepping out of their comfort zone to embrace beauty routines.

Research firm Mintel placed the men's grooming segment at \$3 billion by the end of 2012 and estimates that by 2017, the category will reach about \$3.5 billion.

"The U.S. men's grooming market showed positive growth in each of the past five years and fared better than most beauty and personal care categories during the economic recession," stated Mintel in its October 2012 U.S. men's grooming and toiletries report. "This was mostly due to a large influx of new product introductions in a category that had seen little activity in 'for men' products — particularly in segments like body care — until recently."

Men's body care used to be a relatively untapped segment, but in recent years, brands have increasingly come to market with male-specific shower gels and even body lotion. However, men's has turned

into the strongest performing segment in men's grooming, with sales growing nearly 13% since 2010, Mintel stated.

One segment that is especially interesting is facial skin care. In the mass market, this segment holds just a 1.4% share of the overall category and has been declining since 2010, according to Mintel. The struggles could stem from the possibility that men are satisfied with general market choices in facial skin care and don't feel a need to buy male-specific options, or awareness of such products is lacking.

However, in prestige, the NPD Group found that men's skin care sales increased 6% from January 2012 through July 2012, compared with the same time the prior year. Interestingly, the NPD Group also found that at least 7-out-of-10 men are buying facial skin care products for themselves.

Looking ahead, body care is expected to remain a growth driver within the segment. Furthermore, marketers would be wise to further reach out to older men, who are becoming more concerned about their appearance, and Hispanic men, who are known to over-index in the usage of such grooming products as hair care, according to Mintel.

WHAT'S HOT

No7 Men at Walgreens, Duane Reade

DEERFIELD, Ill. — Looking to further meet the grooming needs of its male shoppers and further leverage the increased focus on men's facial skin care, Walgreens debuted earlier this year Boots' No7 Men+ chain-wide at Walgreens and Duane Reade stores nationwide.

The six-SKU collection includes No7 Men Protect & Perfect Intense Serum, No7 Men Rapid Revival Eye Roll On and No7 Men Energising Face Wash.



Boots' No7 Men Protect & Perfect Intense Serum

Old Spice-powered Head & Shoulders hits market

CINCINNATI — Merging two classic men's grooming brands, Procter & Gamble unveiled earlier this year Head & Shoulders with Old Spice.



P&G's Head & Shoulders with Old Spice

With 50 years of scalp care technology, Head & Shoulders continues to be a grooming staple for many men battling a flaky, itchy scalp. Meanwhile, Old Spice has continued to evolve to remain relevant in today's challenging market. P&G in 1990 purchased the Old Spice fragrances, skin care and antiperspirant and deodorant products from the Shulton Co., which first introduced the brand in 1938.

Top 10 men's toiletries/grooming/aftershave brands

BRAND	SALES*	% SALES CHG	\$ SHARE	\$ SHARE CHG	UNIT SALES*	% UNIT CHG	AVG PRICE	AVG PRICE CHG
Axe	\$33.0	22.0%	21.8%	2.8%	7.6	9.0%	\$4.33	\$0.46
Old Spice	22.8	24.1	15.1	2.2	5.5	17.3	4.14	0.23
Gillette Series	15.8	-9.5	10.4	-1.8	6.9	9.2	2.28	-0.47
Gillette Fusion	15.3	1.8	10.1	-0.4	4.2	29.7	3.66	-1.00
Nivea For Men	13.3	-10.8	8.8	-1.7	3.0	-8.8	4.43	-0.10
Old Spice High Endurance	13.3	5.8	8.8	0.0	3.2	14.1	4.13	-0.32
Old Spice Red Zone	12.1	24.7	8.0	1.2	3.3	31.6	3.69	-0.21
Neutrogena For Men	4.7	-6.0	3.1	-0.4	0.9	-6.0	5.44	0.00
Brut	3.4	-3.7	2.2	-0.2	0.7	11.3	4.90	-0.77
Aqua Velva Classic Ice Blue	3.1	-6.3	2.0	-0.3	0.7	-6.7	4.23	0.02
TOTAL	\$151.5	6.1%	100.0%	0.0%	39.4	9.6%	\$3.85	-\$0.12

* In millions

Source: IRI for the 52 weeks ended Sept. 8, Total U.S. Multi-Outlet (supermarkets, drug stores, mass market retailers, military commissaries and select club and dollar retail chains)