



MEN'S GROOMING – EVOLVED

The past decade has seen a steady rise in spending from US men on personal care (and beauty) products. Some men have even moved beyond typical grooming offerings like shaving products and beard care, and have embraced the full-spectrum of wonders that were largely the domain of females-only. To understand the mindset of male consumers, The Benchmarking Company, in a September 2022 primary research study, asked more than 800 US men ages 18+ to share their buying behaviors, influencers, product frustrations, and brands they love.

He's Buying More

- **57%** buy more intimate care products than they did 5 years ago
- **57%** buy more supplements/vitamins than 5 years ago
- **56%** buy more facial skincare than 5 years ago
- *Among those who purchased color cosmetics previously, **52%** buy more color cosmetics than 5 years ago*

His Top Facial Skin Concerns

- #1 Dehydrated skin/lack of moisturization
- #2 Acne/breakouts
- #3 Dark areas under eyes/bags
- #4 Shaving related concerns, such as ingrown hairs
- #5 Sun protection/sun damage

He Knows What He Wants

- **65%** always or sometimes look for a specific ingredient(s) in his grooming and personal care products before purchasing
- **44%** research products to make sure they are made with quality ingredients and will address his concerns
- **65%** look for specific ingredients in his personal care products
- When searching for products, he most often searches by brand first, product category second.



BRAND OPPORTUNITY

27% of men don't feel their current facial skincare concerns are being adequately addressed by the products they use. In particular, 33% of men don't feel their moisturizer is working for them, 33% don't find products for dark under eye areas or bags to be sufficient, and 28% believe their products to address fine lines and wrinkles are lacking.

WHAT HE'S BUYING NOW

Of men who buy these categories, following are the top 5 products types bought in the past 6 months

Facial Skincare	Body Skincare	Hair Care	General Personal Care & Shaving	Color Cosmetics
71% cleansers	68% liquid soap	90% shampoo	88% toothpaste	50% foundation
68% moisturizer	60% body lotion	66% conditioner	67% deodorants	46% concealer
41% exfoliator	59% bar soap	35% hair gel	65% razors	42% bronzer
40% acne products	43% scrubs	26% dandruff products	59% shave cream	40% eye shadow
26% night cream	43% sensitive skin products	20% hair growth products	59% fragrance	39% brow color
<i>64% of men buy facial skincare</i>	<i>77% buy body skincare</i>	<i>73% buy hair care products</i>	<i>76% buy general + shaving products</i>	<i>13% buy cosmetics</i>

Why Wear Color?

- **62%** to express myself
- **58%** to cover a flaw
- **39%** just like the way I look in makeup
- **37%** believe the stigma of males wearing makeup is gone
- **36%** enhances my natural attributes
 - **66%** of male color buyers find cosmetics marketed as genderless to be appealing
 - **34%** find cosmetics marketed as created just for men to be appealing

Supplements are Hot

- **53%** of men take some form of supplement/vitamin/performance enhancing product daily
- **51%** to address general nutritional concerns
- **50%** for increased energy
- **46%** for better sleep
- **42%** for immune support
- **37%** for better digestion
- **32%** for joint pain



Blurring Gender Lines

- **87%** buy products "specifically for men"
- **42%** buy unisex products
- **13%** buy products marketed toward women

His Price Points

- Only **23%** spend less than \$26 per month on personal care products
- **35%** buy both mass and prestige products

His Top 3 Buying Influencers

- **77%** say romantic partner is moderately/significantly influential
- **42%** male friend recommendation
- **36%** product reviews and claims

Where Men Buy Personal Care & Beauty

- **65%** Superstores
- **61%** Amazon.com
- **36%** Drug stores
- **31%** Grocery
- **11%** Subscription services
- (**16%** sometimes buy at Sephora and **15%** at Ulta)



His Go-to Subscription Services

- **58%** Dollar Shave Club
- **55%** Harry's Shave Club
- **39%** Gillette on Demand
- **24%** Birchbox Grooming/HIMS/The Bear Club (tie)
- **21%** Bevel

BRAND OPPORTUNITY

48% of men who have personal grooming subscriptions would be interested in trying a genderless personal care grooming box, with 24% saying they'd possibly be interested

HIS FAVORITE BRANDS!

Facial Skincare	Body Skincare	Hair Care	General Personal Care & Shaving
#1 Neutrogena	#1 Dove	#1 Dove	#1 Gillette
#2 Kiehl's	#2 Bath & Body Works	#2 Pantene	#2 Harry's Shave Club
#3 Dove	#3 Nivea	#3 Head & Shoulders	#3 Phillips
#4 Biotherm	#4 Axe	#4 L'Oréal	#4 Dollar Shave Club
#5 Nivea	#5 Aveeno	#5 Suave	#5 Nivea

Interested in customized beauty consumer research for your brand? Call 703.871.5300 or visit benchmarkingcompany.com or info@benchmarkingcompany.com for information on Beauty/Personal Care Product Testing and specialized consumer research.

Based on original primary research of 800+ US male personal care consumers, September 2022.