

The Grocer

Focus On: Male grooming

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Amid widespread declines in personal grooming habits over the past two years, male skincare proved a surprising success. More time at home allowed men to perfect their application of moisturisers. Now with people back at work, school or whatever else, male skincare has dropped off, falling by 19.1% to £92.6m [Kantar 52 w/e 23 January 2022]. This has coincided with a decline in male shampoos (down 25%), as well as smaller falls in deodorants and razor blades. So can suppliers convince men to take better care of their skin? What can be done to capitalise on trendy facial hair? And what role will sustainability play for male shoppers in the toiletries aisle?

Facial hair: The last year has seen razor blade sales decline by 2.7%. Does this mean lockdown beards are enduring, or is something else going on? And what can brands do to cater to new facial hair enthusiasts?

Unisex appeal: While toiletries continue to market themselves towards men and women, some shoppers dabble across both ranges for convenience, price or preference. What effect is this having on male grooming as a category?

Sustainability and ethics: Analysts argue that sustainability will prove important in male grooming. Will this be as pronounced as in other toiletries?

Innovations: Profile of four new products or ranges that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.