

# The Grocer

## Focus On Male Grooming

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**Submissions deadline:** 19 March 2025

**In 2023, research by YouGov revealed that men with facial hair outnumbered those who were clean-shaven for the first time in more than decade, with 34% sporting beards and moustaches, 13% stubbled, 4% having a beard only and 2% having a moustache. That could be changing: over the past year there has been a dramatic slowing of the decline in sales of male razors and other categories, such as male skincare and shaving accessories are in growth. Why is this? Has the UK passed 'peak beard'? Which brands are cashing in and how? Are any being left behind? And what will be the hottest trends in male grooming in 2025?**

**Retail:** Analysis by NIQ and Kantar reveals strong sales of male grooming products over the past year. This feature will explore which channels (i.e. bricks and mortar, online, DTC, social selling) are driving most growth and why. How adaptable to bricks and mortar retailers have to be to keep up with trends?

**Trends:** This is one of the fastest moving markets when it comes to trends. So what's likely to be hot this year? What has the biggest influence on male grooming trends and how can brands tap into them? Which celebrity influencers have the most clout at the moment?

**Innovation:** This feature will pay close attention to the latest trends in the market and how this is playing out in terms of product innovation. We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.