

Ubersexual man The next big thing

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Ubersexual man The next big thing, by Euromonitor International

The emergence of the new 'ubersexual' man presents a potential goldmine for global manufacturers and marketers according to the latest research from Euromonitor International.

Cosmetics companies, health clubs, retailers and travel companies all look set to profit from the changing male image, as men become more image-conscious. The ubersexual man is defined by Euromonitor International as 'more complex, more thoughtful, more culinary and better groomed than macho man, but more traditionally masculine than the metrosexual'. They are, therefore, more likely to prepare and research meals, buy cosmetics and toiletries, and join health clubs.

Ubersexual men

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GroomerÂ - Shaving, hair care products

Skin consciousness -Â Moisturising lotions, face masks

Fitness seekers -Â Health clubs, home gym equipment

Gourmet cook -Â Cookery books, video

Shopper -Â Image brands of consumer electronics

Fashion follower -Â Fashion clothing, home furnishing

Hedonist travellerÂ - Food and wine tourism

The cosmetics and toiletries industry is already benefiting from the increased focus on male grooming products as more products enter the market and men become more willing to buy their own toiletries. According to Euromonitor International, sales are predicted to grow even further, by 18% globally between 2006 and 2011, when the market is forecast to be worth US\$25 billion.

In Eastern Europe and Asia Pacific in particular the markets for male grooming products are expected to boom as consumers increasingly adapt to western lifestyles. In Asia Pacific value sales of male grooming products are forecast to grow by 24% between 2006 and 2011 to US\$4 billion, while in Eastern Europe they are forecast to grow by an impressive 60%, to US\$2.5 billion over the same period.

Men aspire to female characteristics The trend of the 'ubersexual' man has emerged as the result of a number of developments identified by Euromonitor International. Traditional gender roles are eroding as more women take the position of the head of household. The macho male image is also diminishing as more men not only adopt more traditionally feminine skills but also aspire to have, what some consider, a more feminine lifestyle. As such, it is becoming increasingly acceptable for men to express themselves through fashion and cosmetics.

Don Hedley, Consumer Analyst from Euromonitor International, comments on the effect this is having on consumer markets, "Increasingly sophisticated products, traditionally catering to women, are now being marketed to men. In the cosmetics industry for example, traditional male products such as shaving foam, hair gel, razors and deodorants are now being complemented with anti-wrinkle creams, bronzing products and toning gels. This represents a phenomenal opportunity for all manufacturers to cash in on".

Evolution of man

The Ubersexual man is a more complex and thoughtful Generation Y male, essentially a more masculine version of the metrosexual with a wider set of interests. This label creates a role model in terms of lifestyle, appearance and buying habits, which men are willing to aspire to. As the boundaries between genders continue to be broken down, global companies are expected to find increasingly innovative ways to profit from the evolving characteristics of the male consumer.

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