Glowing Growth For European Mens Grooming Market

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While attention to appearance and skincare was once a womanâ€™s privilege, nowadays it should be of no surprise to find an increasing number of jars of cream in menâ€™s cabinets alongside their aftershaves.

Latest research from Mintel on the European menâ€™s grooming market shows that while the market for shaving products and razors in the Big 5 European countries* combined have remained largely stagnant, sales increasing from â¬ 1.85 billion in 2005 to â¬ 2 billion in 2010, sales of skincare products are booming - up a magnificant 45% from â¬ 289 million in 2005 to â¬ 420 million in 2010.

Of the Big 5 European countries, Germany and Spain have registered the greatest growth in male skincare sales over the past 5 years. Indeed, the German menâ€™s skincare market grew from â¬65 million in 2005 to â¬ 130 million in 2010, a stunning 100% increase between 2005 and 2010. Similarly, the Spanish market for male skincare grew from â¬ 29 million to â¬ 51 million between 2005 and 2010, with a growth of 76% in five years. No other sectors within the grooming market have registered the same outstanding performance.

Per capita spend on male grooming products in 2010 was highest in Spain at â¬ 61.7 driven by the relatively small size of Spainâ€™s male population and their infatuation with fragrances. Italy has the lowest per capita spend, amounting to â¬ 41.5 in 2010.

In 2010, Mintel estimates that the overall male grooming category in the Big 5 European countries was valued at â¬ 6.6 billion, an increase of just 8% since 2005. While the category is set to grow by a further 8% to â¬ 7.2 billion between 2010 and 2014, the slight dip in 2009, due to the economic crisis, has led to men buying fewer and cheaper grooming products.

Todayâ€™s men show a keen interest in personal appearance, with six in 10 (65%) European men considering their appearance important and almost half (48%) admitting what they want most is to look attractive and well groomed. Just (15%) of men admit that while it is acceptable for women to use skincare products, it is not acceptable for men to use such products.

Nica Lewis, Global Skincare Analyst at Mintel, said:
â€œMen show a huge interest in keeping young looking which has fuelled demand for skincare products that combat signs of fatigue, stress and ageing. An increase in information about male grooming in the media, the availability of a wider range of products, and the wider usage of celebrities to endorse brands has benefited the male grooming category in the past five years.â€•

Mintelâ€™s research also shows that Europe was particularly active in new product launches for the sector, accounting alone for just under a half (46%) of global menâ€™s grooming new product launches during January 2010 to June 2011. Mintelâ€™s GNPD recorded some 3,700 new products, with the UK (21%) leading in terms of NPD activity among the Big 5 European countries during this period.

When it comes to new trends, botanical and herbal products dominate with three in ten new launches during the 18 months to June 2011 featuring botanical ingredients. Dermatologically tested is the second most popular claim across the Big 5 accounting for around a quarter of the launches. While just under a quarter of new launches claimed to moisturise or hydrate.

â€œBotanical and herbal are the leading product claims among new launches in the menâ€™s grooming market. The trend for botanical and herbal products is being witnessed across most personal care markets, with men increasingly avoiding parabens and phthalates and looking for natural formulations instead. While the success of moisturising or hydrating products shows an interest among male consumers in facial skincare products that combat dryness.â€• concludes Nica.

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