

Male personal care

- CHEN ZHONG
- YIJIA LIU





Outline

Sales

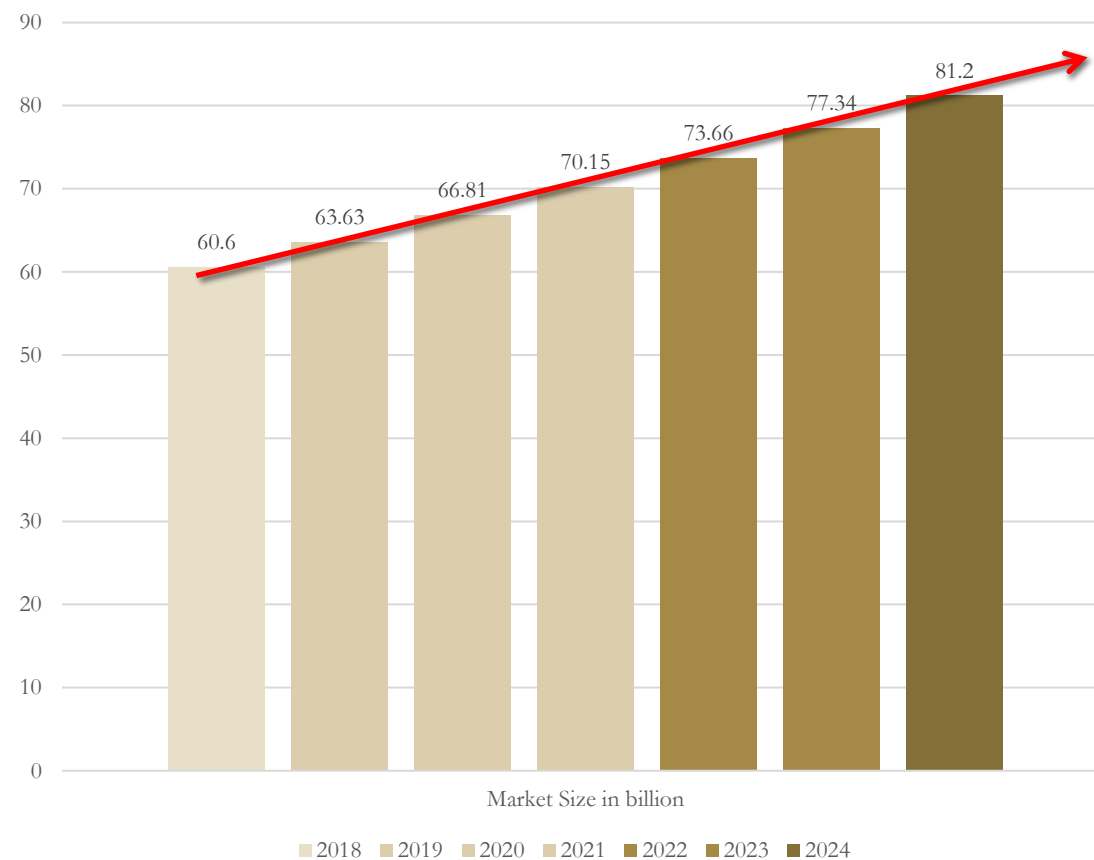
Customers

Market

Trend

Sales

U.S. Men's Personal Care Market



A constant increase in the sales of male cosmetics & skincare

market growth will
accelerate
at a cager of over **5%**



incremental growth
USD 38.01 bn

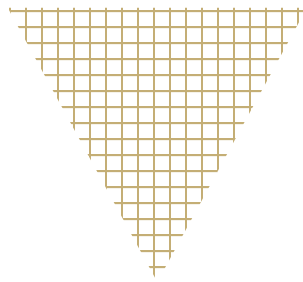


growth for 2022

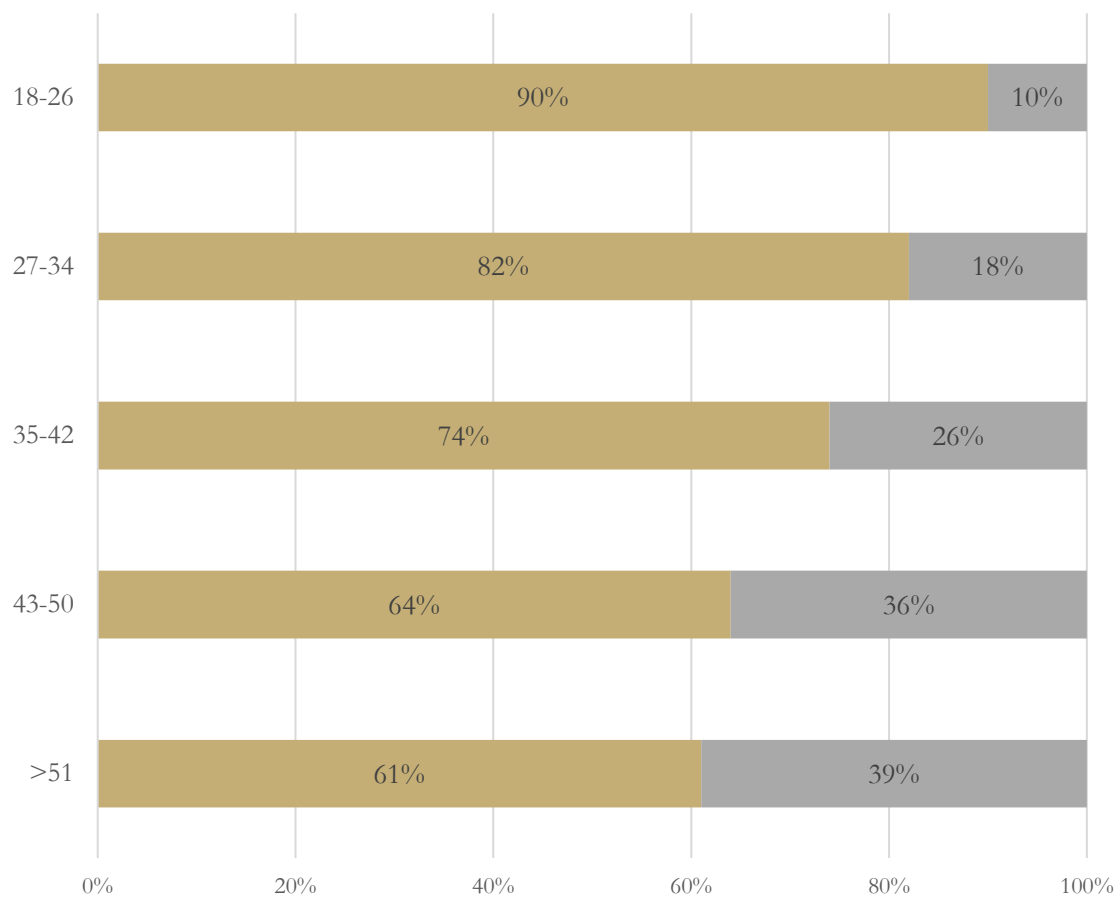
6.58%



Customers

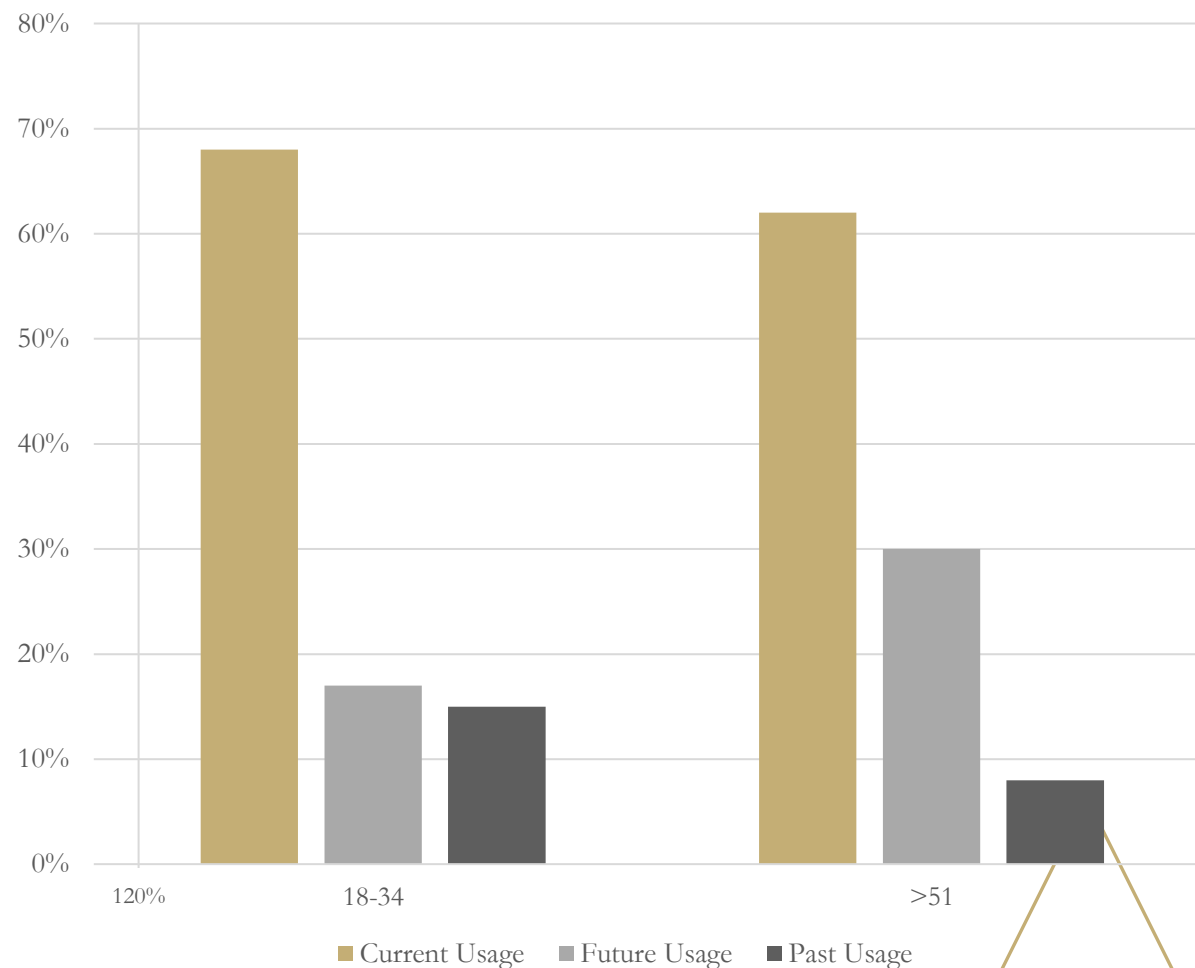


Male's attitudes differ in age



Source: Ipsos

■ see nothing wrong about it ■ think it is inappropriate

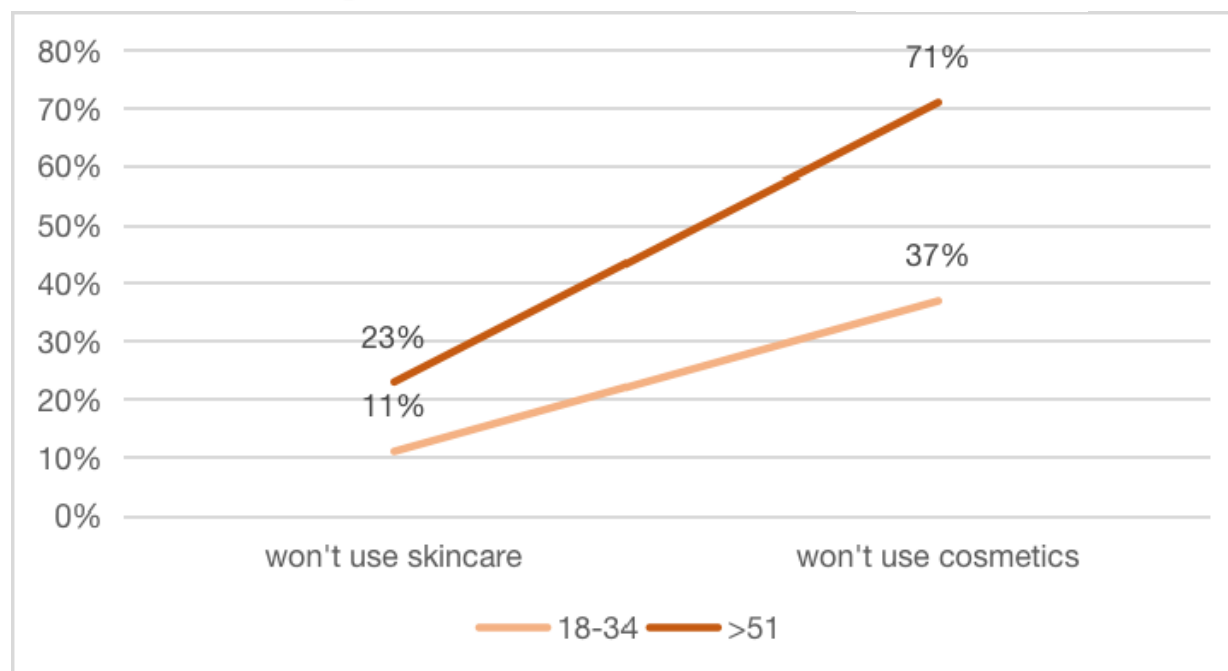


A negative change in men's attitudes towards cosmetics

Young people are more open to cosmetics

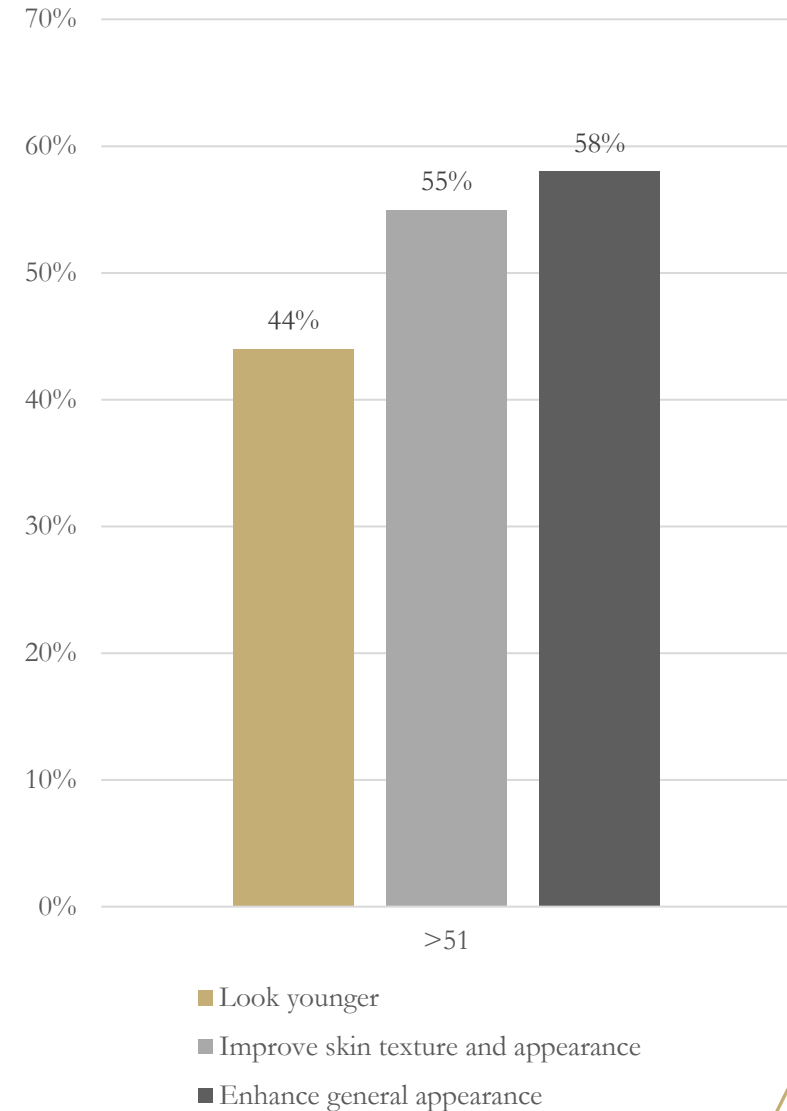
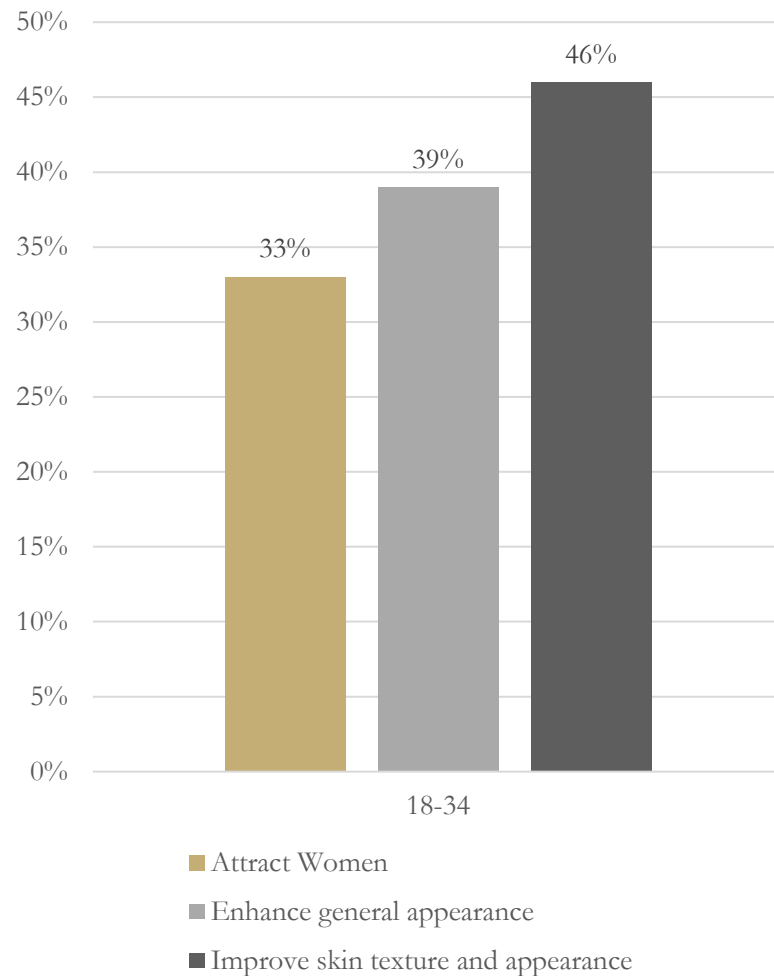


VS



Source: L.E.K.



Top 3 motivations in young & old



Source: Ipsos

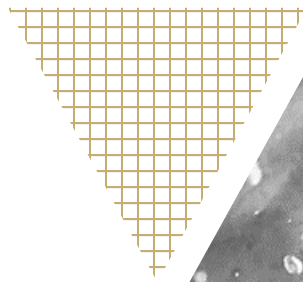
Marketing

Strategy

	Young	Old
		
skincare	Produce acne products.	Produce more anti-aging products.
makeup	How to improve appearance and help cover up blemishes and defects.	Create secrete ways to purchase and produce products that don't threaten their masculinity.

Major markets

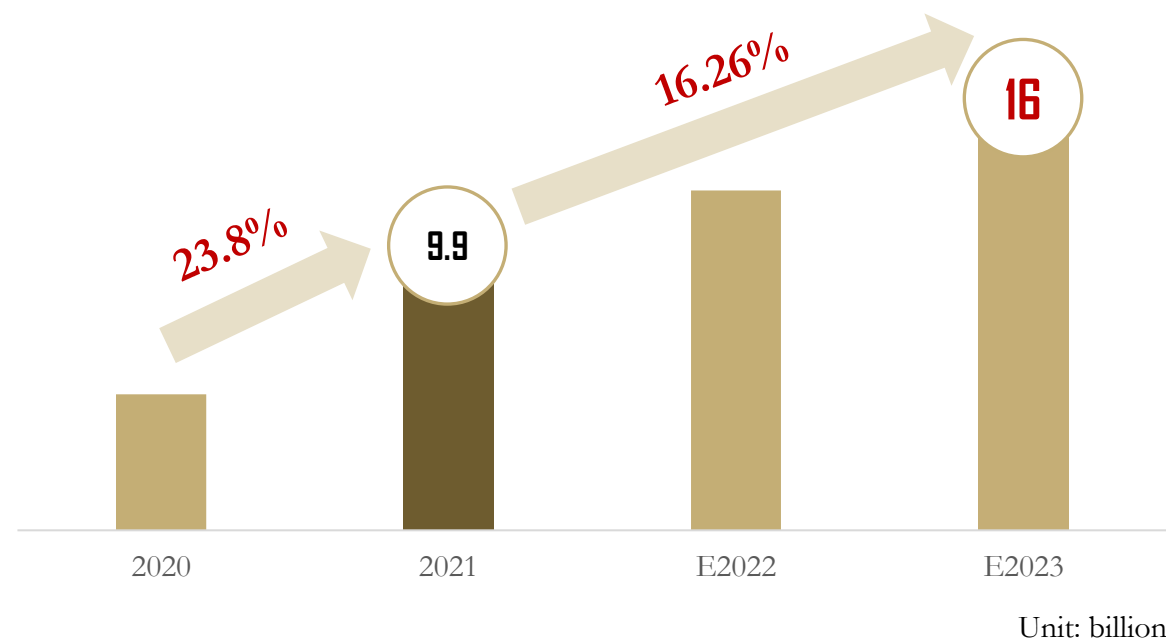
- China
- America



China

China's Men's Personal care Market Enters Stable Growth Phase

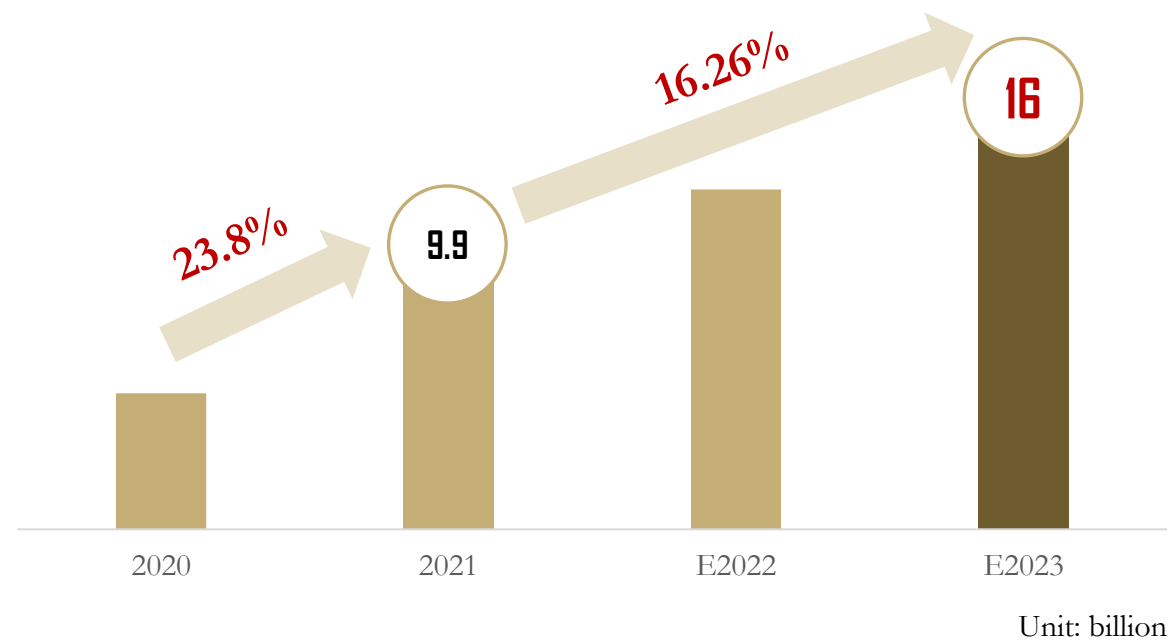
China Men's Personal care Market Sales
(2020 - E2023)



China

China's Men's Personal care Market Enters Stable Growth Phase

China Men's Personal care Market Sales
(2020 - E2023)



China

86% → E-commerce
online purchase

38% gen Z males
(18-24 years old)
offline beauty stores

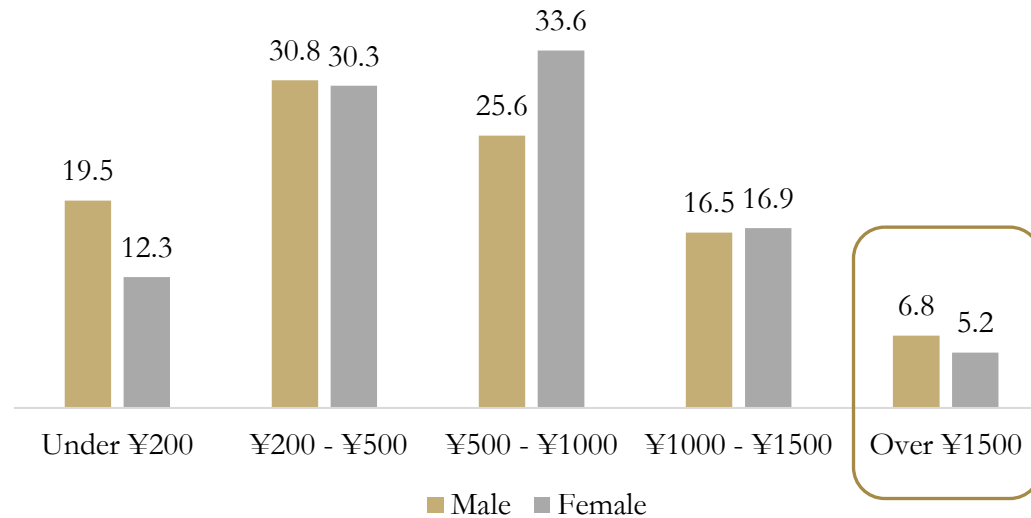
36% millennial males
(25-29 years old)
department store counters

Purchasing Channels

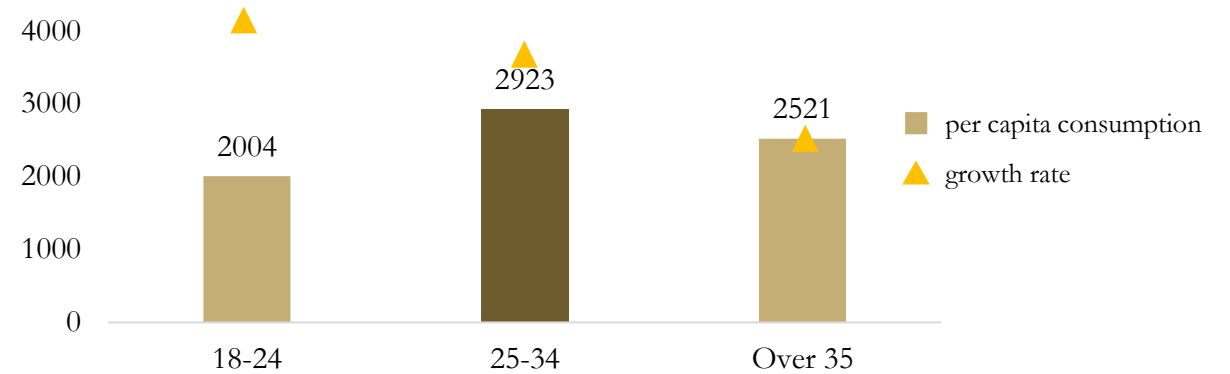
China

Purchasing Power

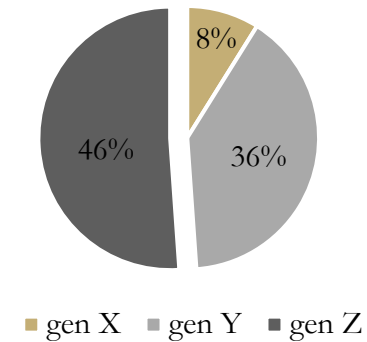
Personal care products consumption (2021)



Annual per capita consumption of male personal care in China (2021)



Age distribution of male consumers in China's personal care industry (2021)

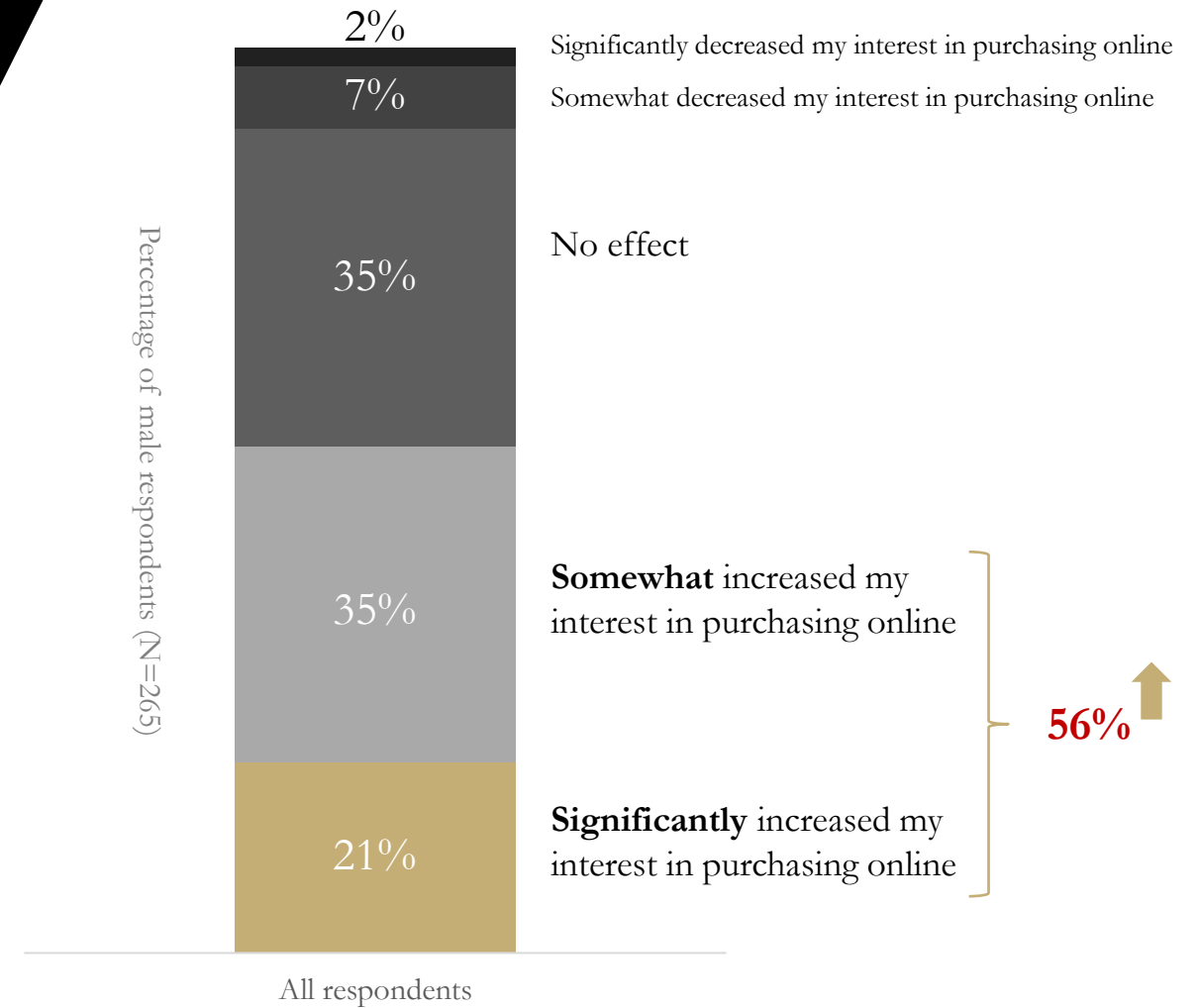


Source: Ipsos; iiMedia Research

America

COVID-19 accelerated
the shift to **ecommerce**

Impact of COVID-19 on method of purchasing personal care products (2021)

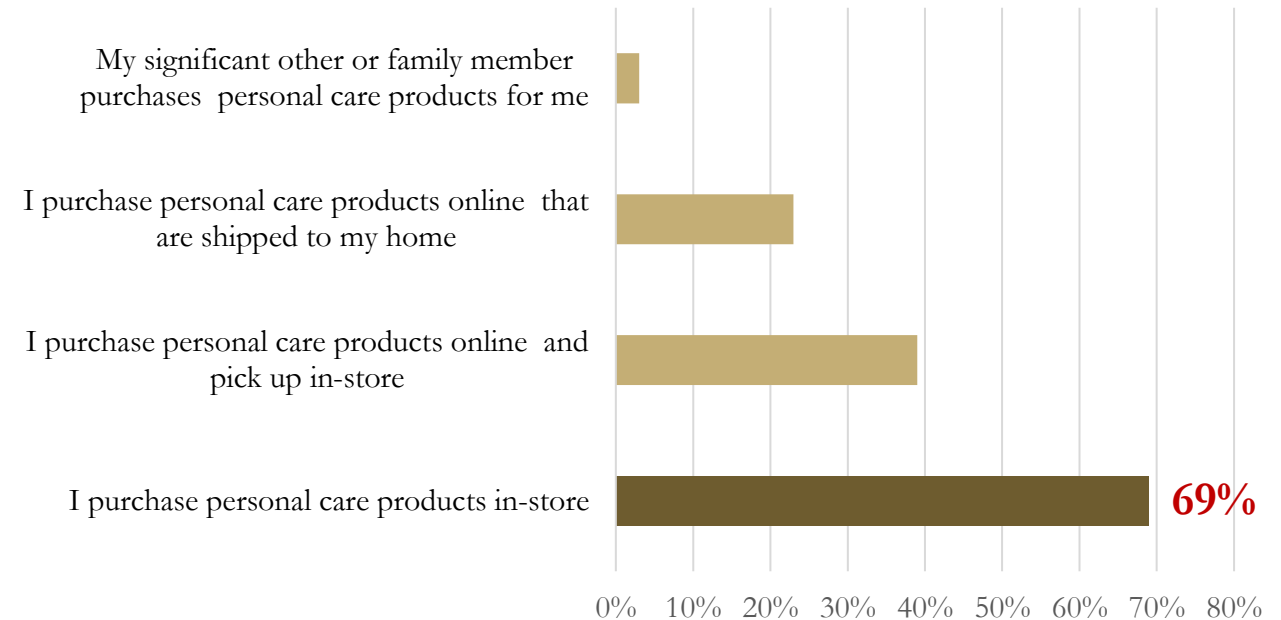


*Survey question: To what extent has COVID-19 impacted your preference for purchasing men's personal care products online?

America

COVID-19 accelerated
the shift to **ecommerce**

Purchasing channel for personal care products(2021)



Percentage of respondents (N=491)*

*Survey question: How do you typically purchase men's personal care products?

America

Product selection preferences



Source: L.E.K.

America

Product selection preferences



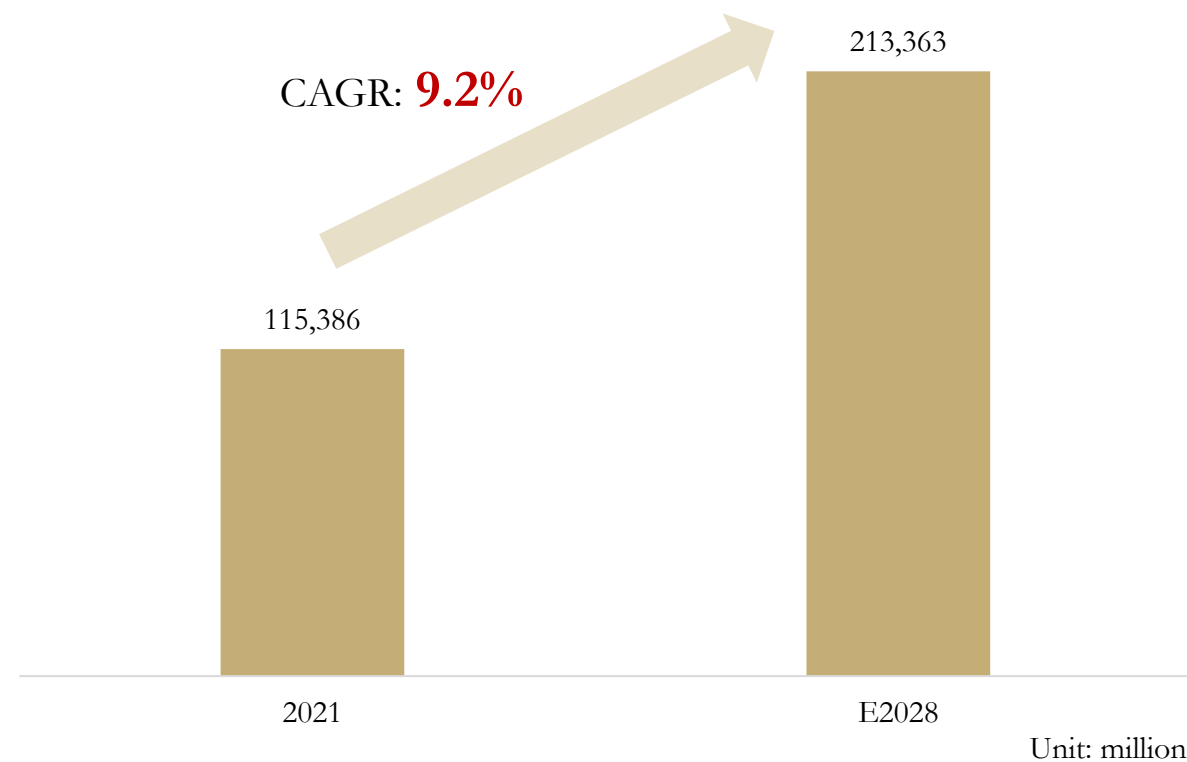
America

Product selection preferences



Future trend

Global male personal care products market



Thank You

