



Top Trends for Men's Personal Care in 2021

Dynamic Growth Engine

For the past few years, the personal care industry has been talking about... Men. And there's lots of reasons why - for example, social media, the rise of a new 'masculinity', more men only focused products, and the pressure to age gracefully is now becoming as important to men as it has been for women.

This past year though, we have had a new external factor, one that no one saw coming: COVID.

Around the world, consumers had different behavioural reactions to COVID on their personal care routine, from product usage, brand choice, time of day, etc driven by external circumstances. And men were not immune to this.

So let's take a look into the key trends we expect to stick around in 2021, with the continued catalyst of Covid-19 as a key driving force.

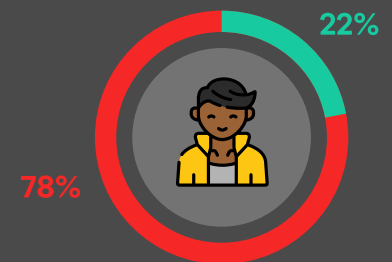


HAS YOUR BEAUTY OR SKIN CARE ROUTINE CHANGED SINCE THE CORONAVIRUS PANDEMIC?

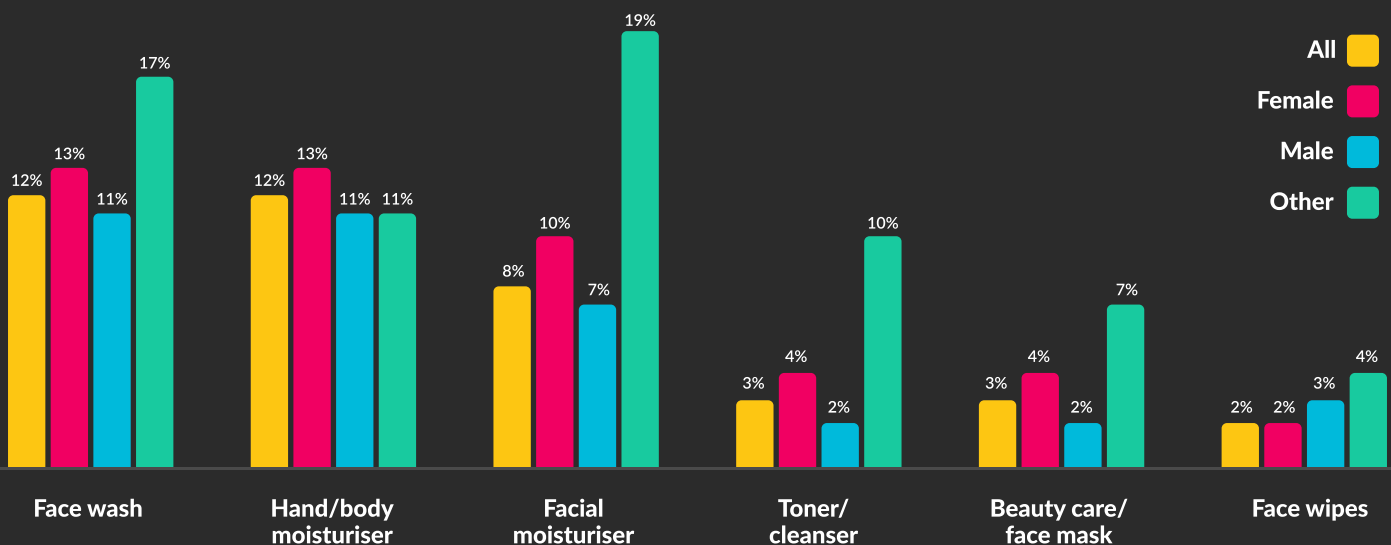
Yes No



Females



Males



More means more

Traditionally men have always used fewer products than women, and while that isn't going to change on the whole, men have begun to see the necessities of having personal care products in the house and the difference it makes to their lives.

In the past 3 months, 42% of men have changed their personal care routines. And nearly half this group are practising better hygiene. This wake up call around germ transmission has led to ingrained habits around core product use in the East, and an addition of product use in the West.

There is an opportunity not just to bring out more male-targeted products that can be used in consumers' more detailed and lengthy personal care routines, but also products that are gender-neutral.

Currently, some male partners might 'borrow' their partners' skincare products, as they would be put off buying them themselves. Removing the gender label of a product will not only increase their desire to go out and buy them, but create opportunities for communications targeting couples and partners.

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Compared with before, I am using a deep-conditioning shampoo. Because of the coronavirus pandemic, my hair has been brown and dry at home for a long time. After using the shampoo, I will use a lot of conditioner to repair it.

Male, 33, China

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My face feels great. I did a microdermabrasion treatment at home. My hands are dry. The seasons are changing and they always get very dry and irritated. It's hard to keep them moisturized.

Male, 23, US

“

My skin feels refreshed by applying toner, and moisturizing with vitamin c serum, and I also use sun cream to protect my skin from sun exposure, and I also use body lotion so that my skin feels moisturized.

Male, 35, Indonesia

The Cocoon Effect

There's been a high level of pressure some consumers have experienced to spend their lockdown productively - completely retiled their bathroom or perfected their sourdough loaf for example.

Consumers want to use this time wisely, and from a personal care standpoint that means investing in ourselves, especially our appearance, so when we do eventually get to socialise in person we can bat away compliments like "You look so great!", but secretly relish in the fact that our hard work has paid off.

Men are no exception to this rule with 1 in 4 globally changing their skincare routines, mainly focused on applying more products and putting more attention into their routine. Men are waking up to the quality of their products and the differences it can make, especially if they are seeing signs of dry skin and acne from being cooped up inside and wearing masks.

So expect to see men this time around investing in skincare, especially in the West and in China, to transform their skin.

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I have started to use better quality products and added steps to my skincare routine. added a daily gentle exfoliant, and a water based hydrating moisturiser to my routine twice a day. the brand's are Paula's choice for the gentle exfoliant and neutrogena for the water based moisturiser. I used to only cleanse my skin

Male, 25, UK

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In the past, I didn't do skin care and beauty for myself. Because of the blockade, my daughter-in-law was fine at home to do experiments on me. She often does skin care and beauty for me, so now I often make these for me, about 3 to 5 times a week, mainly for skin care moisturizers and essential oils. The brands include L'Oreal Paris and Estee Lauder.

Male, 33, China

Google 2020 search trends (UK) x

- Best moisturiser for men +86%
- Men skincare +175%
- Best skincare for men +175%

Google Search

I'm Feeling Lucky

Pampering is for everyone

Consumers have been experiencing an unprecedented amount of fear and anxiety of late - both the threat of physical illness, and the increasing economic struggles proved to be two of the most defining influences of people's coping strategies.

Therefore, pampering has become a really big business in this past year, as consumers look to perform self-care while elevating the everyday monotony of COVID restrictions.

Just to give you an idea of this past holiday season, 71% of beauty gifting was made up of self-care gifts overall. And while brands are focusing mostly on women, men are also getting into self-care, needing just as much mental and stress relief.

The main driver for this is to improve skin and feel good/relax, once again highlighting the importance of looking holistically at health and wellness.

Brands shouldn't be afraid to target men with communications and products focused around pampering. As the traditional ideals of 'masculinity' continue to be broken down and buried beneath the rising force of self-acceptance, now is the perfect time for

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When I used to be able to go into the office once every two weeks or so I would pop into Lush during lunch to buy a bath bomb. I use to enjoy having a relaxing bath in the evening with a bath bomb. It was a way to just relax and pamper myself whilst also enjoying my skin felt and smelt afterwards.

Male, 29, UK

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When I took a bath, I used a bath liquid imported from South Korea. This bath liquid is very comfortable and has a scent that I like very much. At the same time, the effect of sterilization and sterilization is very good. After use, the whole person feels refreshed.

Male, 47

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I will apply a natural hydrating mask every day after washing my face, and then play with my mobile phone while holding the mask is very easy to put on my face. Their reason is that this mask is hydrating and can remove the face. The small acne on the face, and then the face is particularly comfortable after application.

Male, 23, China

A cut above the rest

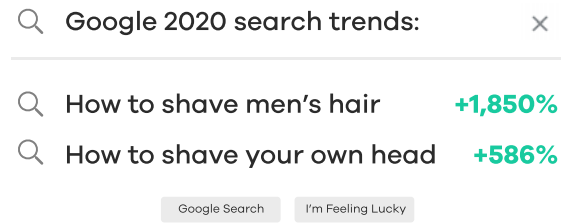
Early on in the pandemic, a number of brands began reshaping their messaging around haircare products, for example, L'Oreal's Elvive highlighted how it can help manage consumers' hair in the absence of hairdressers and salons.

With non-essential retail and businesses forced to close their doors, many of us were left fending for ourselves when it came to our hair.

However, for men, the focus was not just on maintenance - for those unwilling to grow some lockdown locks, they were forced to either cut their own hair or dare to have a loved one do it. In absence of a salon or barber, 33% of men had to cut their own hair, compared to 19% of women.

Now, going to the salon or barber serves a greater purpose than general maintenance. But as we've already discussed, those pampering moments - both in and out of home - will only become more important. However, this newly acquired level of awareness over how hair grows and what different hair types need means that brands can include more detailed information in their products.

The level of personalisation we've seen develop in the shaving industry is soon to be extended into the rest of men's haircare.



A summary

Here's a reminder of the key trends we've discussed today:

Improved personal hygiene and awareness of germs is leading to a diversification in products being used by men.

With limited social interaction, men are seeing the benefits of using more skincare products in order to look their best when the time comes to venture out of the home

Pampering is for everyone, and someone's gender shouldn't come into it

The closure of salons and barbershops has opened consumers' eyes to the complexities of their hair beyond simple haircuts

Of course, a common theme throughout this talk has been the dissolution of traditional gender norms. Personalised doesn't have to mean gender.



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