UK MALE SKINCARE

UK MALE SKINCARE MARKET SIZE (£m)

- Shaving preparation: 119.3
- Facial care and moisturising: 57.7
- After shave care: 33.1
- Facial cleansers: 13.5

TOP 10 COMPANIES IN GLOBAL SALES OF MALE GROOMING PRODUCTS

<table>
<thead>
<tr>
<th>Company</th>
<th>Sales (bn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>11.2</td>
</tr>
<tr>
<td>Unilever</td>
<td>5.1</td>
</tr>
<tr>
<td>L’Oreal</td>
<td>2.6</td>
</tr>
<tr>
<td>Beiersdorf</td>
<td>1.8</td>
</tr>
<tr>
<td>Edgewell Personal Care Brands</td>
<td>1.7</td>
</tr>
<tr>
<td>Coty</td>
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</tr>
<tr>
<td>Botice Comercial Farmacéutica</td>
<td>1.1</td>
</tr>
<tr>
<td>Natura Cosméticos</td>
<td>0.9</td>
</tr>
<tr>
<td>LVMH</td>
<td>0.8</td>
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<td>Puig</td>
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TOP REASONS MEN FIRST USED MALE SKINCARE PRODUCTS

- 30% I wanted to improve the appearance or health of my skin
- 21% Someone persuaded me to
- 13% I started using some other brand products and liked them
- 12% I wanted to try a product I had heard about
- 9% I received a free sample of a product I liked using
- 8% It wasn’t very expensive

TOP REASONS WHY MEN DON’T USE SKINCARE PRODUCTS

- 30% I don’t need them
- 21% The type of product I have is fine
- 13% I don’t know which products to choose
- 12% I don’t know what facial skin care is
- 9% I received a free sample of a product I didn’t like

MOST USED FACIAL SKINCARE PRODUCTS BY AGE (%)

- 80% Soap
- 60% Moisturiser
- 40% Lip balm
- 20% Facial cleanser
- 10% Facial exfoliator/scrub
- 8% Face wipes
- 8% Beard product, such as a wash or oil
- 6% Eye cream/gel
- 4% Beauty balm/colour correction cream
- 3% Anti-acne/spot treatment
- 2% Face mask/peel
- 1% Anti-ageing treatment

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