

THE MODERN MAN

HOW MUCH HAS HE CHANGED?

HIS GROOMING ROUTINE HAS SIMPLIFIED



800,000

less hair gel occasions since 2012



-5%

Shampoo



-3%

Deodorant

He is less likely to use core categories such as shampoo and deodorant (penetration)



-8.5%

less likely to say "I spend the time to get my hair right"

HE IS BECOMING MORE CASUAL IN A FASHION AND PERSONAL CARE SENSE



-21%

less likely to say "I like to look nice at all times"



2 in 5

men have facial hair compared to 1 in 5 in 2012



+13%

increase in spend on men's casualwear for work



+25%

Growth in Jackets and blazers spend (separates rather than suits)



+2.1%

Active wear is also on the rise resulting in a 2.1% increase in share of spend for Nike



Top 10

JD Sports has moved into the Top 10 as premium sportswear and trainers becomes a leading trend for men

AS WELL AS SOCIALLY



+2%

2% growth in alcohol consumption for a 'quiet night in' and 2% decline in 'planned sociable occasion'



-2%



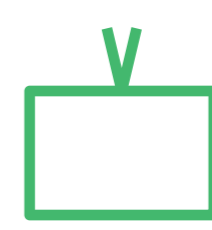
+0.9m

Paid Subscription



+0.8m

Male Spotify growth in the last year



4m+

Men in GB currently have access to Netflix

BUT THAT DOES NOT MEAN THAT HE IS LESS ENGAGED

HIS FOCUS HAS SHIFTED



+3%

penetration increase in 11-24s skin care usage



+0.5m

more body shaving occasions vs. 5 years ago



+5.8%

increase in visits to the barbers



+616,000

additional men say they like to spend a lot on beauty products



+2%

Spirits



-3%

Beer

Alcohol consumption in the last year

HE IS INCREASINGLY LOOKING FOR CHOICE AND QUALITY



Top 3

Department stores like Debenhams in the top 3 Menswear destinations



+4.1%

increase in Menswear sales being bought by men



0.5m

more personal care self-purchasers since 2012



5.8m

men a week use personal care products that they bought online



1 in 5

men say that they research toiletries online



+5%

Premium Branded



-9%

Standard Brand Beer consumption in the last year



+12%

Personal Care choices are 12% more likely to be made based on the quality of the product.

AND HEALTH HAS BECOME MORE OF A PRIORITY



+16%

more likely to say 'I choose/prefer natural products'



-2%

decrease in men smoking when they drink in the pub

SO WHAT IS IMPORTANT TO HIM

CONVENIENCE



CHOICE



QUALITY



HEALTH



ENVIRONMENTALLY-FRIENDLY



STYLISH/TRENDY



SELF-AWARE



ACTIVE/SPORTY



TECH SAVVY

WANT TO KNOW MORE?

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Sources

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