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TRENDS AND INNOVATION IN MALE GROOMING INDUSTRY

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ABSTRACT

Men grooming products includes cosmetics, toiletries and shaving products. Conventionally men grooming products comprise toiletries and shaving products only but recently demand for men beauty products are surging popularity across the globe. Men grooming products become very popular over western developed countries from the beginning of twenty first century, the trend is now shifting to Asia Pacific and Latin America. The growth of global male cosmetic market is tremendous. Men are becoming more sophisticated in their grooming habits and have tapped into the ever growing product offerings that are now becoming available to them, which has prompted more interest in male specific products rather than unisex products. The present paper aims to analyze the advancement which have taken place in the male grooming industry along with latest trends and innovations.

KEYWORDS

male grooming products, beauty products.

INTRODUCTION

In the past, men thought of shaving or getting a haircut as nothing more than a routine chore – a task accomplished as quickly as possible. Today, that perception has become increasingly rare. Men's hair and skin care has graduated from a chore to a pleasurable activity. What's more, an increasing number of men view personal grooming as an outward sign of success, and one they are more than willing to spend money on.

Men naturally have somewhat oilier skin than women. This, combined with the need for regular shaving, makes irritation and acne outbreaks a common issue for men. As a result, marketing plans for men's skin care products should emphasize prevention over curative treatments. Moving away from the traditional bar of soap, men often opt for the convenience of face wash gel. Men also recognize that regular exercise and a healthy diet can be extremely beneficial for healthy skin. Metrosexual culture is one of the main growth drivers for men grooming products. Metrosexual are modern men who pays attention towards their own grooming and maintenance of appearance by visiting spa, going to gymnasium, using cosmetic and grooming products and be at par with the latest trends in fashion. Along with the desire, affordability to spend on this spa, gym and grooming products is one of the important criteria for becoming a metrosexual. Men grooming market is very dynamic, which has led companies to add values in the existing products in order to avoid the declination in demand after maturity stage, moreover to capture new market companies are focused on new innovation of men grooming products.

Less awareness among male consumers is driving the market slowly. New technology and the product innovation is the biggest opportunity for the marketers, emerging economic countries are the biggest prospect for men grooming products. Men grooming premium products have high opportunity in North America and Western Europe.

INDIAN PERSONAL CARE MARKET

The market size of India's beauty, cosmetic and grooming market will reach \$ 20 billion by 2025 from the current \$ 6.5 billion on the back of rise in disposable income of middle class and growing aspirations of people to live good life and look good. To suit consumption across difference levels of purchasing power, FMCG companies are coming out with variety of products in different price range.

The rural population too is joining the mainstream with improvement in linkages with the cities by roads, telecommunication and the firms reaching out to the people in villages and small towns. The consumption pattern of cosmetics among teenagers went up substantially between 2005 and 2015 because of increasing awareness and desire to look good. In fact, this product category is among the fastest growing segments for the manufacturers of a range of products including body sprays.

The herbal cosmetics industry is also driving growth in the beauty business in India and is expected to grow at a rate of 12 percent. The Indian cosmetics industry has a plethora of herbal cosmetic brands like Forest Essentials, Biotique, Himalaya, Blossom Kochhar, VLCC, Dabur and Lotus and many more.

There is a rising aspiration among Indian men to look better groomed, which has led to the Indian men's grooming market's rapid growth of more than 42 percent in the last 5 years. This growth is faster than the growth rate of the total personal care and beauty industry in India. Additionally, as more Indian men are looking to remain competitive in the workforce, they are seeking products to help them maintain a youthful look.

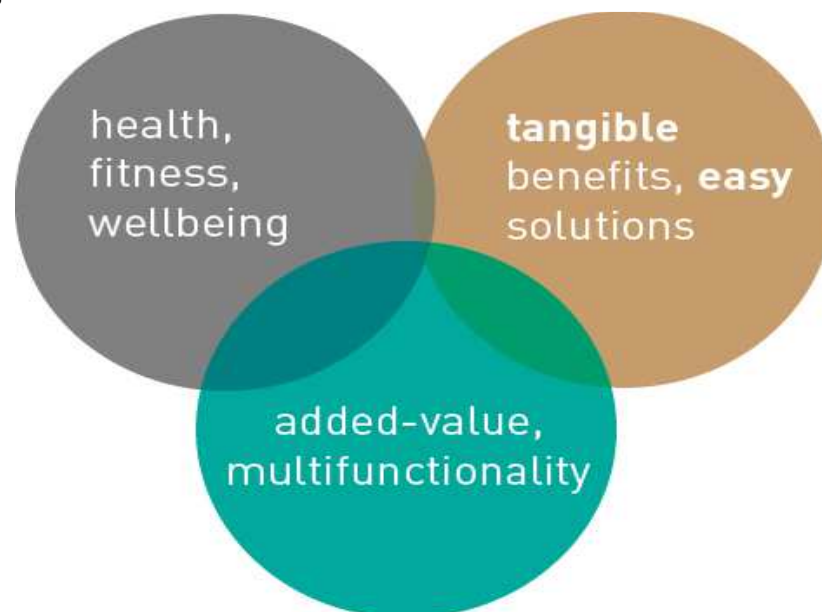
Interestingly, men who fall in the age group of 18 to 25, spend more money on grooming and personal care products than women in India. The aspirations and requirements of today's young Indian men are rapidly evolving. With a surge in disposable income, men are becoming more discerning and indulgent. In an evolving trend in India, men are beginning to look at innovative grooming and personal care products created specifically for them. There has been sharp increase in number of beauty salon and spa in the country. It is estimated that about 25-30 percent of total salon business come from men's treatment.

MALE GROOMING MARKET SEGMENTATION

On the basis of product type men grooming products market is segmented into skin care, deodorants, toiletries, shaving products and others (talc, concealers and sun protection). Skin care segment is sub-segmented into moisturising, anti-aging, skin whitening and anti-acne. Toiletries segment is sub-segmented into soap, shampoo, hair-conditioner and after shower. Shaving products segment includes shaving gel, cream, foam and after shave lotion. Male grooming products consumers' consumption trend shows bath and shower products have highest consumption among male grooming products followed by shampoo and deodorants. Shaving accessories, facial skin care, hair conditioner and sun care products have comparatively less consumption but facial skin care and sun care have good opportunity in the men grooming market with a high growth rate during next five to six forecasted years.

On the basis of distribution channel men grooming products market is segmented into departmental stores/supermarket, hypermarket, drug stores and online retail stores.

INNOVATION DRIVERS



- Problems like dark & dry skin, sensitive skin, hair fall, grey hairs, dry scalp led the cosmetic companies to produce effective cosmetic product which will help to solve these problems thereby maintaining health, fitness and wellbeing of male consumers.
- Cosmetic products are also expected to provide tangible benefits and easy solutions to the problems like acne, oil control, pigmentation etc.
- In the modern era, cosmetic consumer expects a multi-functional cosmetic product which will provide skin care, protection from ultra-violet rays, moisturizes the skin and help to solve the problems like anti-aging. The latest BB and CC creams provide all these added value at the same time thereby saving the beauty regime time of consumers.

TRENDS IN MALE GROOMING MARKET

- Increased penetration of category cross-overs such as skin care products with anti-aging and sun protection benefits, as well as anti-dandruff products with anti-hair loss properties
- Growth in men's hair care developments that address specific concerns from hair loss, thinning of hair and scalp-oriented shampoos and treatments, to sensitive scalp
- Men's skin care is adopting a holistic approach, where treating the skin has extended beyond combating wrinkles to improve the overall skin complexion including dark spot correctors and products to treat the eye area, as well as anti-aging formulas, night creams and serums
- Cleansing and moisturizing continue to be the main expectations men have when it comes to facial skincare according to Mintel GNPD
- Increasing number of natural and organic skin care brands specifically designed for men
- Increased interest in men's multifunctional products led by their preference for "fast and effective problem-solvers"
- Men's hair styling sees the revival of the slicked back undercut, influenced by the styles of the early 20th Century, and a modern update on the men's pompadour hairstyle borrows from the likes of Elvis but in a subtle way.

CONCLUSION

Men's grooming will continue to perform well in future, with the trend towards increased focus on physical hygiene, health and wellness and image set to continue to rise among Indian men. Continued celebrity endorsement of men's grooming products is also expected to help increase awareness of men's grooming products among male consumers from smaller towns and villages. Increased awareness of men's grooming products and their benefits and usage, coupled with increased availability of these products is expected to help drive sales of men's grooming products.

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