

# Male Grooming Products 2007:

## Europe Market Analysis and Opportunities

**2nd Edition**

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**Base Year: 2007**

A comprehensive analysis of the European markets for male personal care products, focusing on key trends, developments, challenges, and business opportunities, and addressing such issues as:

- Why is male grooming one of the fastest-growing segments of the \$168 billion personal care industry?
- How has increased media attention and heightened awareness for male grooming affected the segment?
- Who are the market leaders, and how do their brand profiles differ?
- Which are the fastest growing brands?
- What are the challenges and opportunities in this market?

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## Report Scope

*Male Grooming Products 2007* provides subscribers with an analysis of industry trends and developments, market size and growth, product trends, brand profiles, and competitive forces within the largest markets of the male grooming industry in Europe: France, Germany, Italy, Russia, Spain, and the United Kingdom.

The global market for male grooming products is estimated at more than \$20 billion in 2007 and is forecast to see robust increases for the next five years, fueled by innovation, new product launches, and increased interest among younger consumers, who are more open to including makeup and skin care products in their grooming routines.

The study focuses on these industry trends and developments, as well as:

- Market size and growth
- Product trends and innovations
- Brand profiles, including established brands such as L'Oréal Paris, Clinique, and Clarins, in addition to newer niche brands like Nickel and VitaMan.
- Competitive landscape
- Future outlook

## Key Benefits

This report enables subscribers to exploit business opportunities by understanding market growth forecasts, future trends, and the competitive landscape.

Specifically, this report assists subscribers by providing:

- A highly reliable and independent assessment of male grooming product consumption and market share
- Planning data for retailers and other participants
- An examination of business opportunities regionally for personal care manufacturers, marketers, and retailers
- An unbiased appraisal of market trends and emerging product innovations
- Competitive intelligence for use in benchmarking
- A resource for screening potential merger and acquisition candidates

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### 1. INTRODUCTION

### 2. EXECUTIVE SUMMARY

- Scope and definition
- Market overview
  - Sales by country
  - Sales by category
  - Distribution channels
- Category trends
- Competitive landscape
- Key lessons learned
- Outlook

### 3. BRAND PROFILES

*Brief profiles are provided for the key brands that market grooming products for men, as listed in Table 1. Information includes:*

- Overview
- Manufacturers' sales
- Product offerings
- Distribution
- Outlook

Table 1

#### BRANDS EXAMINED IN THE REPORT

##### Europe

- Adidas Active Skincare for Men
- American Crew
- Axe/Lynx
- Baxter of California
- Biotherm Homme
- Boots Expert
- California North
- Clarins Men
- Clinique Skin Supplies for Men
- Fa Men
- Jean Paul Gaultier
- Lab Series Skincare for Men
- Lancôme Men
- L'Occitane Cade Male
- L'Oréal Men's Expert
- Men-u
- Nickel
- Nivea for Men
- Old Spice
- Shiseido Men
- Task Essential
- Vichy Homme
- VitaMan
- Zirh

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## Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

During the course of field research, Kline's professional staff of industry experts conduct in-depth discussions and personal interviews with a wide range of knowledgeable industry participants and opinion leaders, including male grooming product manufacturers and marketers, distributors and suppliers, key retailers, public relations executives, and other direct influencers on brand and supplier purchase decisions.

This approach has proven to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities.

Primary research represents the bulk of our research efforts; however, this analysis is supplemented by secondary research drawn from the review of suppliers' product literature and price lists; recent trade and technical literature; Internet sources; and analysis of statistical data from government, industry, and trade associations and agencies.

## Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for nearly 50 years.

Kline's research and consulting services extend across the entire personal care industry value chain. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

For more information about this study or Kline's other services e-mail us at [sales@klinegroup.com](mailto:sales@klinegroup.com), visit our website at [www.KlineGroup.com](http://www.KlineGroup.com), or contact us at any of our regional offices listed below.

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### South America

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### Asia Pacific

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### Middle East and India

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- Beauty Retailing
- Natural Personal Care
- Nutricosmetics: Nurturing Beauty through Nutrition - a Kline FlashPoint Series report
- Professional Skin Care
- Salon Hair Care

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