



TWO by TWO
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Male Grooming

Beauty's Final Frontier?

2017

Is it time that male grooming brands moved on?

Have the needs and expectations of today's modern man created new opportunities for brands in this sector?

At Two By Two, we've explored his category from a brand perspective. And we'd like to hear what you think...

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A Two by Two project

www.twobytwo.co.uk

The Report

Our aim was to explore the question

“If the concept of ‘male beauty’ is the last bastion for brands, how can we bring more men into this category?”

The Report... unpacked

As a team of brand and design specialists, we set out to create a progressive, approach to the male grooming market through three main areas:

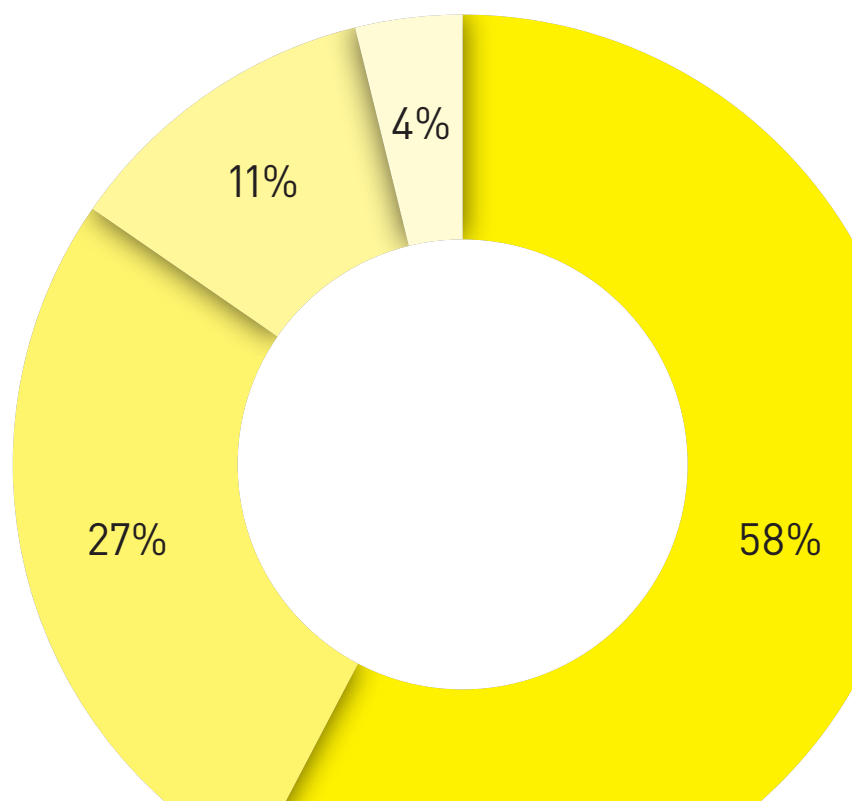
- **Context** – market and consumer data
- **Signs** – how attitudes have changed
- **Gaps** – opportunities for brands and retailers



Expert survey

As a precursor to the report, we asked a group of beauty professionals, marketers, bloggers and experts five key questions on male grooming – from areas of growth to future bathroom staples.

This provided some intriguing views on how male consumers find, shop for and consume products – and potentially where they're not being served.



The Report - Key Findings

From our conversations, 3 key themes emerged:

Gender Fluid

Brands should review the 'For Men' label and explore more gender-free positioning

Embrace Bro Culture

If masculinity is changing, brands needs to address issues such as individuality, wellbeing and identity

Cleanse, Moisturise, Enhance

Are subtle, under-the-radar cosmetics the way forward for men's 'high vis' life moments?



Like to know more?

If you'd like a preview of the report, we can offer:

- A 30 minute debrief for you and your team
- A 2 hour, bookable workshop
- The full report pdf (available end of June 2017)

Call Louise Barfield on **020 7278 1122**
or email **louise@twobytwo.co.uk**

We'd love to hear your feedback!

