

The Grocer

Focus On: Male Grooming by Daniel Selwood (Daniel.Selwood@thegrocer.co.uk)

Publishing: 29 July
Advertising deadline: 19 July
Submissions deadline: 15 July

The Story

Is the steady decline we've seen in the male grooming market over recent years finally coming to an end? The data suggests it could be, with value sales flat and volumes up a respectable 1.2% in the past year. What's going on? Which retailers and brands are driving this turn around? And what can be done to put the sector back into value growth in the next year?

Key themes (this list is not exhaustive; please investigate new angles as they arise):

Fashion: This feature will explore in detail how the current trend for beards is affecting the market and how brands and retailers are looking to either cash in on or challenge this. How much of an affect does fashion have on this market?

Routine simplification: This feature will explore the reasons behind the growth in multifunctional products. Which products have made the most impact and why? Are two or three in one skincare/shave/wash products and alike driving men away from single purpose face moisturisers and other skincare products?

Price/promotions: This feature will investigate how important price and promotions have become during the market's decline over the past year, paying particular attention to the promotional mechanics brands are using to generate sales growth.

Innovation: Key to this feature will be a discussion of the latest NPD from the category's brands and own label players, large and small. The feature will explore the market trends that have inspired these innovations and weigh up which new launches are most likely to encourage new trends in the category and profile four of the most interesting launches in a separate panel.

The retail mix: Central to this feature will be an exploration of how retailers' shares of the market are changing and the reasons for this. We want to know how the different retailers are approaching the market in terms of merchandising, price and promotions and how things might develop in the future.

Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What impact has own-label had on branded players?
- What's next for the category?