

# The Grocer

Focus On: Personal Care – Male Grooming

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**Natural products are on the rise in male grooming. Take for example one big brand's acquisition last year of a smaller natural skincare brand. It's far from the only brand offering natural ingredients in personal care items for fellas. So, who are the others – and what do they do?**

- Which are the notable brands capitalising on natural ingredients? What products do they offer? What kind of shopper buys them?
- When it comes to the actual ingredients, what are brands using? And why?
- What are the benefit – to suppliers, consumers, retailers and the environment – of natural products? How do they differ from/improve upon ingredients traditionally found in male grooming products?
- What other ethical and sustainability-oriented trends are shaping male grooming? Who's doing what?
- And what are the on-trend beauty regimes and typical grooming habits of the UK's men? How important are the likes of skincare, shaving (face and body) and hair styling?
- As money remains tight for many Brits, how are shoppers responding? Are they trading down to cheaper products? Cutting out some products all together? Or are they still willing to spend on looking and smelling good?
- Which channels – high street, DTC, etc – are driving most growth in the male grooming category? And how?
- How are retailers working with brands to add value to the category?

## Innovation

- Examples of four new product launches. For each we require a high-res product shot and full details (launch date, rsp, pack weight/volume/size, etc).