ASIAN MEN FROM TOP TO TOE

INNER BEAUTY

WHY DO I CARE?

IT´S NOT ABOUT WOMEN

1. Just to feel better
2. Important @ Job
3. Indicator of Status

8 IN 10 ASIAN MEN ARE CONSCIOUS ABOUT THEIR APPEARANCE

WHAT DO I DO?

- 60% Exercise
- 49% Take vitamin supplement
- 36% Diet

OUTER BEAUTY

MY TOP CONCERNS?

- 35% Bad breath /Teeth color
- 31% Acne
- 23% Sweat in excess
- 20% Over-weight
- 19% Oily skin

HOW ABOUT MY HAIR?

What bothers me...

- 52% Dandruff
- 45% Hair Fall
- 33% Grey hair
- 31% Greasy hair
- 17% Smell



5 ITEMS

MOST USED

- 92% Blades & Razors
- 91% Shampoo
- 72% Bar Soap
- 56% Facial cleansing
- 55% Shower Gell

USED BY FEW

- 7% Eye care
- 8% Massage Oil
- 11% Hair Colorant
- 12% Facial Mask
- 15% Sun Protection

TV OR ONLINE?

Hours spend on average per day

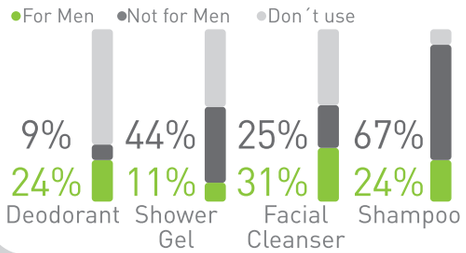
TV **2h** < **2.6h** ONLINE

HOW DO I SURF?

- 84% Smart-phones
- 73% PC
- 65% Laptop
- 37% Tablet

FULFILL YOUR POTENTIAL

% Men using For men variants



"Using grooming products is a women thing" **62%** Disagree

For Men Grows **9%***

HAIR CARE AND PERSONAL WASH DRIVE GROWTH

"For Men" Segment YoY Growth

TOTAL MEN	9%
Bar Soap for men	212%
Shampoo for men	39%
Shower Gel for men	33%
B&R for men	12%
Deodorant for men	8%
Skin care for men	1%

Source: Kantar Worldpanel Asia, 5300 interviews in 8 countries 2013 – * Purchase data – "For Men" segment – Personal Care categories Asia – MAT 2013 v 2012

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WANT TO KNOW MORE?

MEN REVOLUTION

IS THE LARGEST

AND DEEPEST STUDY

ABOUT MALE GROOMING HABITS

AND PURCHASE PATTERN

IN ASIA



LEAD THE TREND

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“从头到脚”的亚洲男士

内在美

在意的原因?

并不只为悦己者容

1 感觉会棒
2 对工作很重要
3 社会地位的体现

如何改变?

60% 运动
49% 服用保健品
36% 节食

10位亚洲男士中有8位在意自己的外表

外在美

最关注的问题?

35% 口气/牙色
31% 粉刺
23% 过量出汗
20% 超重
19% 油性皮肤

头发的问题?

困扰我的问题…

52% 头屑
45% 脱发
33% 白发
31% 油脂
17% 异味



种产品

使用最多的

92% 剃须刀
91% 洗发露
72% 香皂
56% 面部清洁
55% 沐浴露

不经常使用的

7% 眼部护理
8% 按摩油
11% 染发剂
12% 面膜
15% 防晒霜

看电视还是上网?

每天平均花费的时间

TV 2小时 < 2.6小时 ONLINE

如何上网?

84% 智能手机
73% 电脑
65% 笔记本电脑
37% 平板电脑

发挥潜力

男士产品使用占比%

●男士产品 ●非男士产品 ●不使用

	除味剂	沐浴露	面部清洁	洗发露
男士产品	24%	11%	31%	24%
非男士产品	9%	44%	25%	67%

62%男士不认同惟有女性才能使用美容产品

“男士产品”增长 **9%***

护发和个人清洁产品是男士产品市场增长的主要驱动力

男士产品年增长率

男士产品总体	9%
男士香皂	212%
男士洗发露	39%
男士沐浴液	33%
男士剃须产品	12%
除味剂	8%
男士护肤产品	1%

来源：2013年Kantar Worldpanel 亚洲8个国家的对于5,300个男士访问 – *购买数据–男士产品–亚洲个人护理品类–2013vs2012

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欲了解更多信息？

男士革命

是亚洲地区最大规模和最深入的男性美容习惯和购买行为研究



引领趋势！

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