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

WHAT DO I DO?

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

8 IN 10 ASIAN MEN ARE CONSCIOUS ABOUT THEIR APPEARANCE

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

	For Men	Not for Men	Don´t use
Deodorant	24%	9%	
Shower Gel	11%	44%	
Facial Cleanser	31%	25%	
Shampoo	24%	67%	

"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

www.kantarworldpanel.com
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KANTAR WORLDPANEL

“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

五种产品

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

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

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！

www.kantarworldpanel.com

Ashley.Kang@KantarWorldpanel.com - Beauty Advisory Director - Asia Pacific

KANTAR WORLDPANEL a CTR service in China

VIETNAMESE MEN FROM TOP TO TOE

INNER BEAUTY
WHY DO I CARE?

1. Just to feel better
2. Important @ Job
3. Women like it that way

WHAT DO I DO?

- 60% Exercise
- 51% Take vitamin supplement
- 15% Diet

8 IN 10 VIETNAMESE MEN ARE CONSCIOUS ABOUT THEIR APPEARANCE

OUTER BEAUTY

MY TOP CONCERNS?

- 42% Bad breath
- 35% Teeth color
- 33% Acne
- 25% Sweat in excess/ Too thin
- 23% Body fat

HOW ABOUT MY HAIR?
What bothers me...

- 60% Dandruff
- 53% Hair Fall
- 45% Grey hair
- 28% Greasy hair
- 23% Smell

5 ITEMS
MOST USED

- Shampoo 96%
- Blades & Razors 93%
- Bar Soap 80%
- Shower Gel 47%
- Deodorant 41%

TV OR ONLINE?
Hours spend on average per day

TV **2.3h > 1.8h** ONLINE

HOW DO I SURF?

- 40% PC
- 31% Smart-phones
- 24% Laptop
- 5% Tablet

FULFILL YOUR POTENTIAL
% Men using For men variants

	For Men	Not for Men	Don´t use
Deodorant	35%	6%	
Shower Gel	16%	31%	
Facial Cleanser	13%	9%	
Shampoo	47%	49%	

"Using grooming products is a women thing" **59%** Disagree

For Men Grows **29%***

HAIR CARE AND PERSONAL WASH DRIVE GROWTH
"For Men" Segment YoY Growth

TOTAL MEN	29%
Deodorant for men	31%
Shower Gel for men	25%
Shampoo for men	20%
Skin care for men	20%
Bar Soap for men	18%
B&R for men	-2%

Source: Kantar Worldpanel, 500 interviews in Vietnam 4 key urban cities 2013 - * Purchase data – "For Men" segment – Personal Care categories Vietnam 4 key urban cities

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