TAIWANESE MEN FROM TOP TO TOE

INNER BEAUTY

WHY DO I CARE?

IT´S NOT ABOUT WOMEN!

1. Just to feel better
2. Indicator of status
3. Women like it

WHAT DO I DO?

- 61% Exercise
- 61% Take vitamin supplement
- 40% Diet

8 IN 10 TAIWANESE MEN ARE CONSCIOUS ABOUT THEIR APPEARANCE

OUTER BEAUTY

MY TOP CONCERNS?

- 34% Acne
- 33% Teeth
- 31% Oily skin
- 30% Over-weight
- 25% Sweat in excess

HOW ABOUT MY HAIR?
What bothers me...

- 50% Greasy
- 40% Dandruff
- 38% Hair Fall
- 27% Grey Hair
- 17% Smell

5 ITEMS

MOST USED

- 94% Shampoo
- 93% Blades & Razors
- 77% Shower Gel
- 74% Facial Cleansing
- 66% Bar Soap

USED BY FEW

- 8% Facial Wipes
- 7% After Shave
- 5% Eye Care
- 5% Massage oil
- 3% Rubs/balms /muscle relaxants

TV OR ONLINE?

Hours spend on average per day

TV 2h < 4h ONLINE

HOW DO I SURF?

- 83% PC
- 82% Smart phones
- 62% Laptop
- 33% Tablet

FULFILL YOUR POTENTIAL

% Men using For men variants

	For Men	Not for Men
Facial Cleanser	32%	39%
Shampoo	64%	23%
Shower gel	53%	19%
Acne/ Pore care	12%	17%

"Using grooming products is a women thing"
64% Disagree

Taiwanese men willing to invert in For Men products

"For Men" Segment YoY Growth

TOTAL FOR MEN	-1%
Hair Styling for man	51%
Sun Care for Man	39%
Shampoo for men	39%
Deodorants/AP for men	25%
B&R for men	3%

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

KANTAR WORLDPANEL

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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