

The Grocer

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

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The Story

Whatever happened to the primped and preened metrosexual man? Latest data on the male grooming sector suggests he's long gone with a decline in value and volumes. So what's going on? Are men letting themselves go? Or are they simply opting for cheaper products or borrowing their partners'? And how is the market being impacted by current fashions?

Key themes (this list is not exhaustive; we will 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?

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. Retailers at the value end of the spectrum are in growth while the big grocers and the high street chemists have seen share eroded. Why?

Consumer research: The Grocer has commissioned Harris Interactive to conduct a consumer poll into male grooming habits and how they are being impacted by current trends; the results of this will form a key part of this feature.

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 baked goods category. *We will profile four of the most interesting launches in a separate panel.*

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?