

AHEAD OF WHAT'S NEXT.

# ***Mirror Mirror on the Wall....***

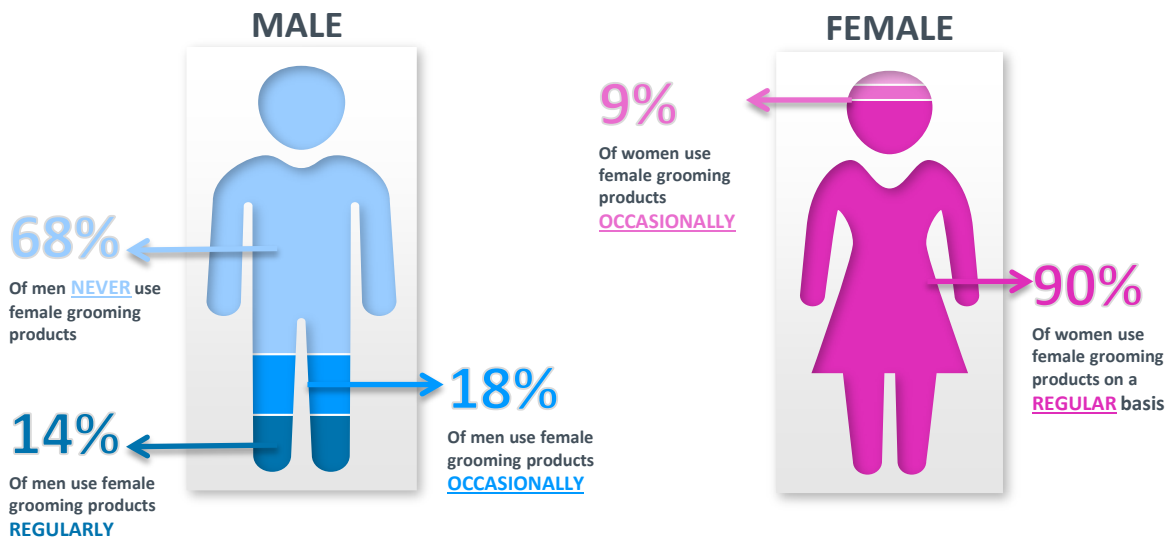
***An Omnibus study into the grooming habits of  
UK men & women***



# 14% of all men regularly use female grooming products - this rises to 18% of men in a relationship

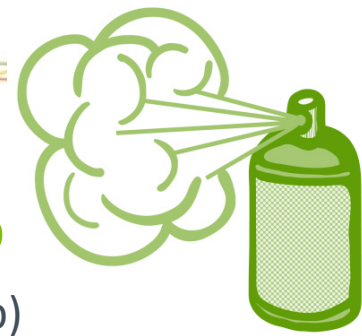


- A further 18% say they use female grooming products occasionally
- 30% of women in a relationship claim that their partners regularly use their female grooming products

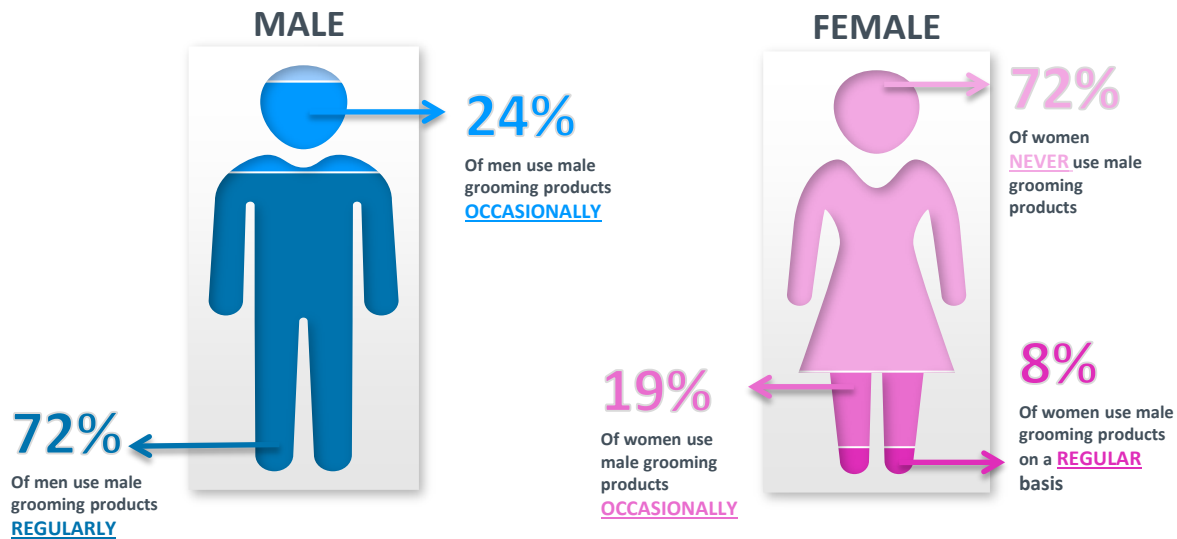


Q. Do you/your partner ever use female grooming products  
Base: All respondents:

# 8% of **women** say they use **male** grooming products regularly - this rises to 11% of women in a relationship

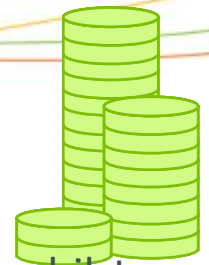


- A further 19% occasionally do so (rising to 22% of women in a relationship)
- 12% of men in a relationship say their partners regularly use male grooming products with a further 19% saying their partners do so occasionally

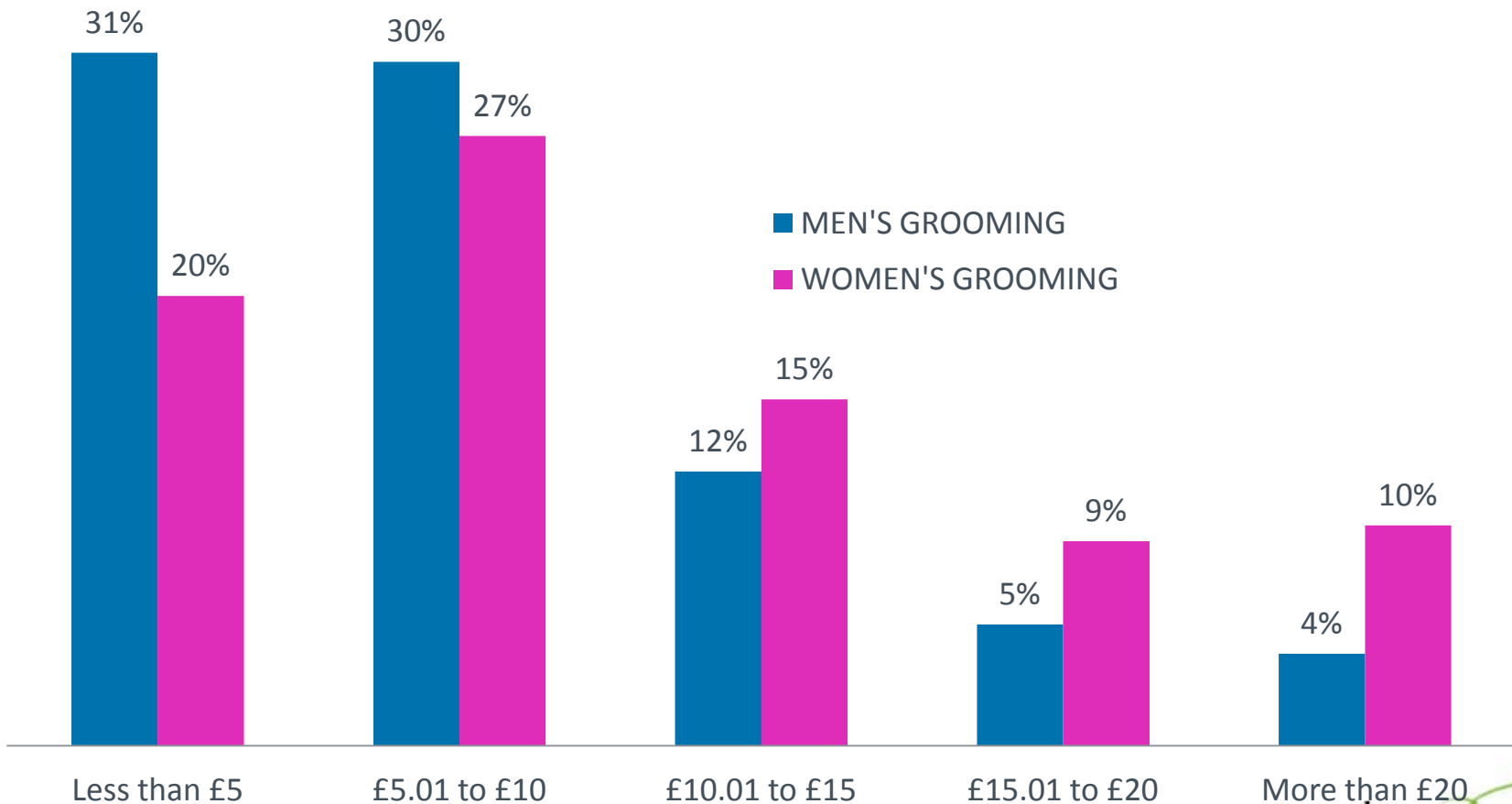


Q. Do you/your partner ever use male grooming products  
Base: All respondents:

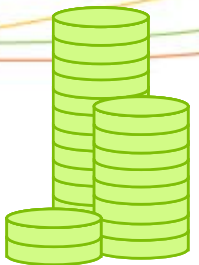
# Average Monthly Spend on Male Grooming is way behind Female Grooming



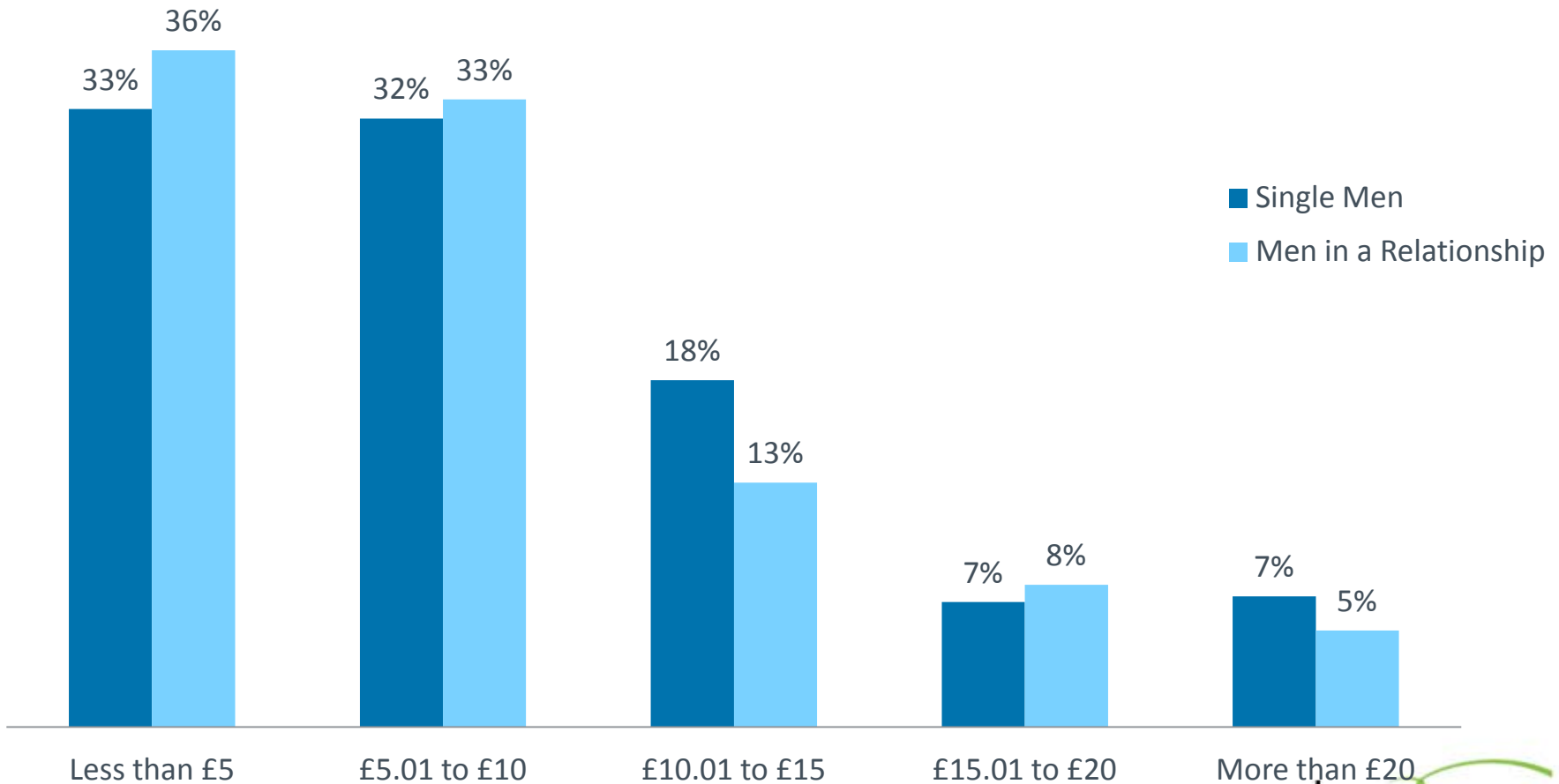
- Over 30% of households spend less than £5 a month on male grooming products whilst over 30% of households spend over £10 a month on female grooming



# Single men spend more on male grooming each month than men in a relationship



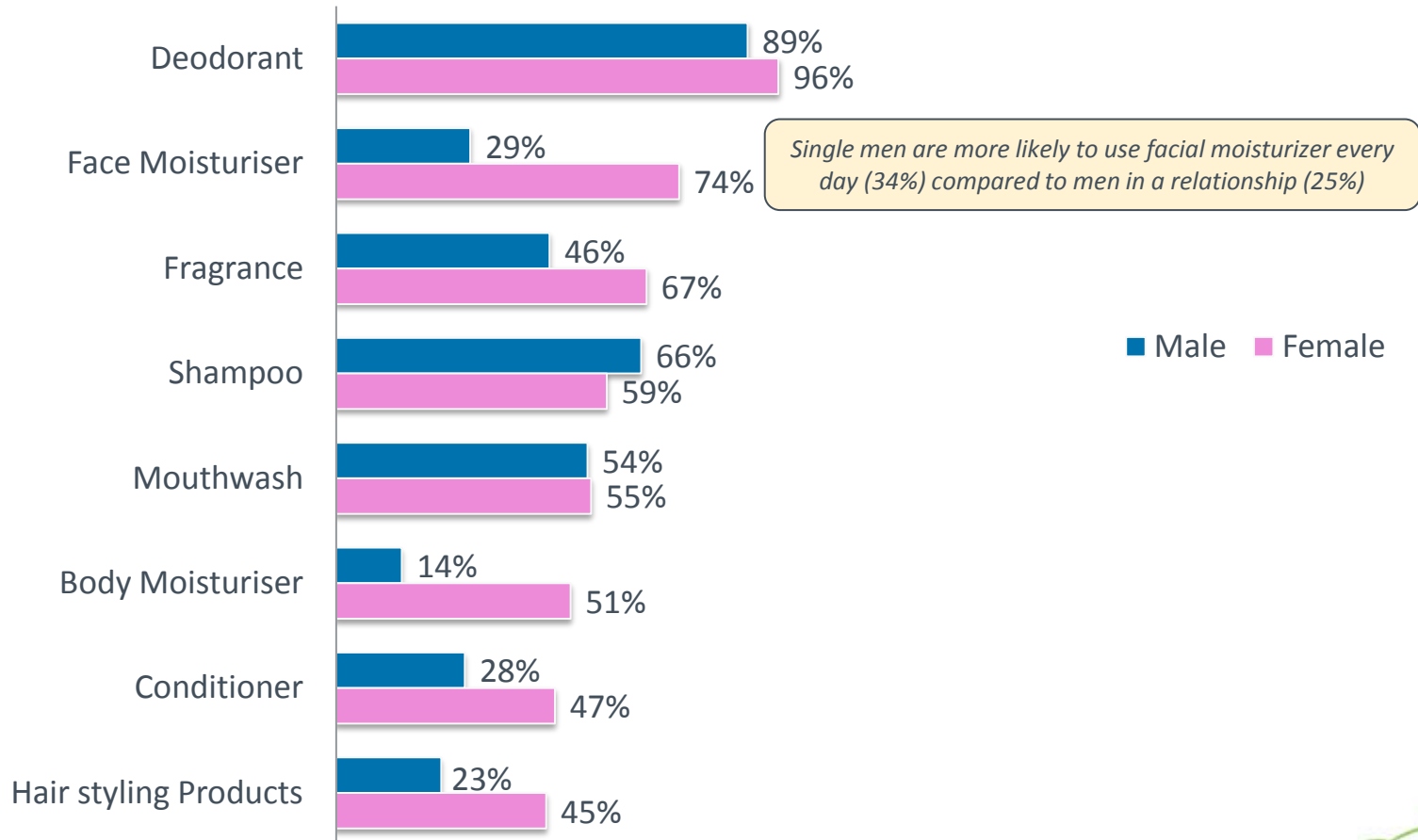
- 32% of single men spend over £10 a month on male grooming products, this compares to 26% of men in a relationship



# Deodorant is the most regularly used grooming product for men & women although men are less likely to use deodorant than women on a daily basis



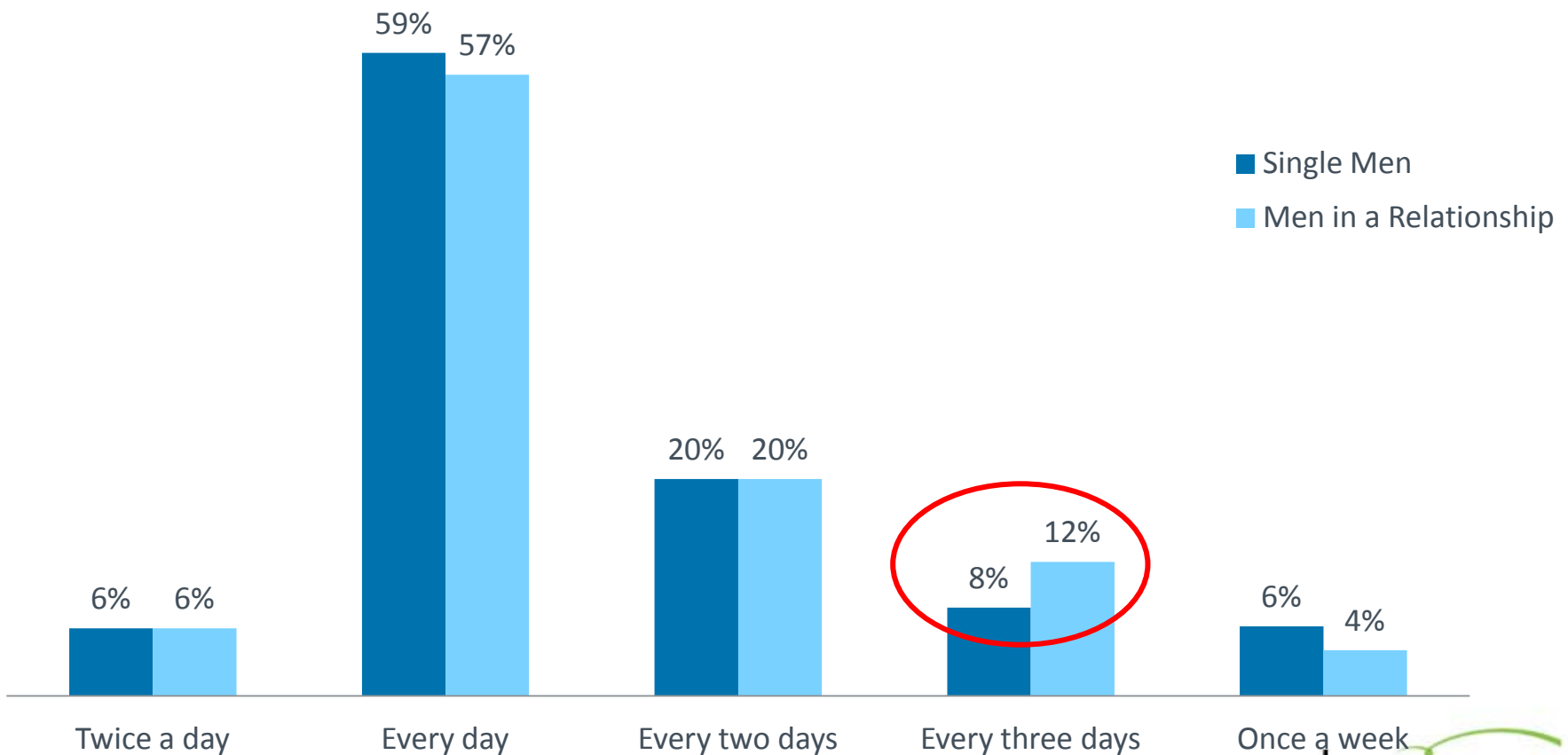
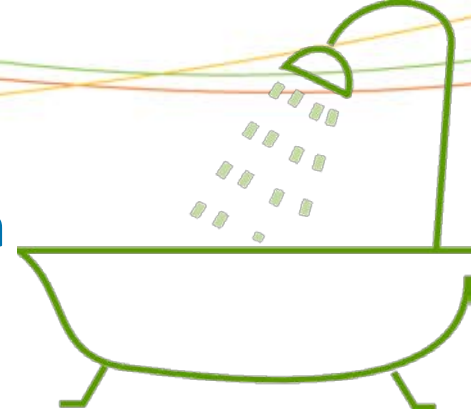
### How often male and females use these products on a daily basis



Q. Which of these products do you/your partner use on a daily basis?

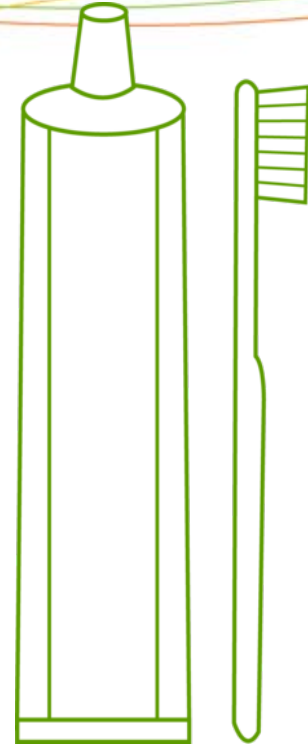
Base: All respondents:

**Men in a relationship are more likely to take a bath/shower every 3 days (12%) compared to men who are single (8%)**

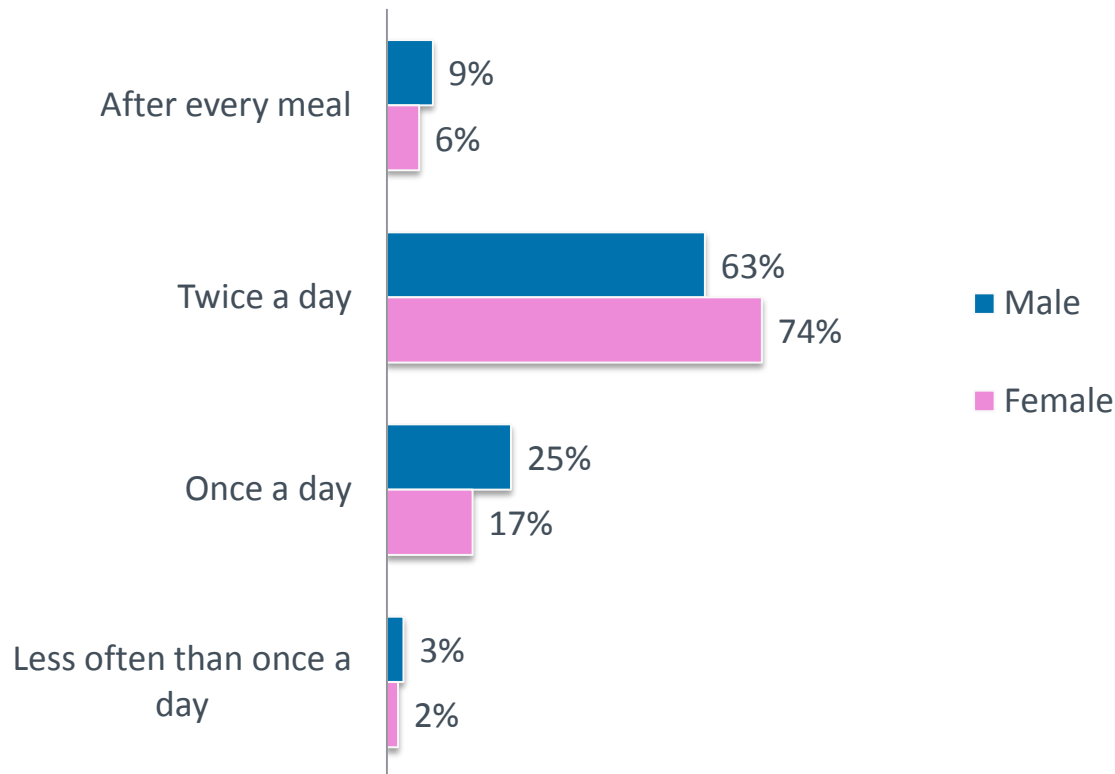


# 63% of men brush their teeth twice a day compared to 74% of women

- Men are more likely to brush their teeth once a day (25%)

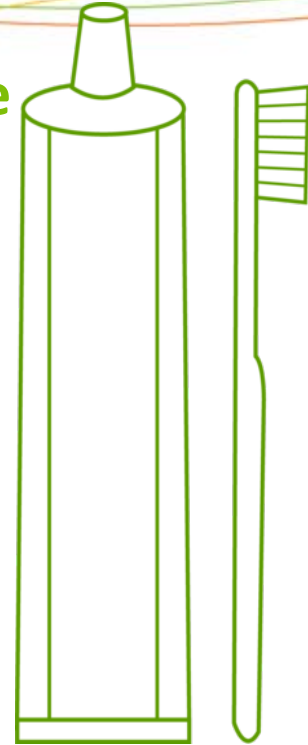


### How often do you clean your teeth

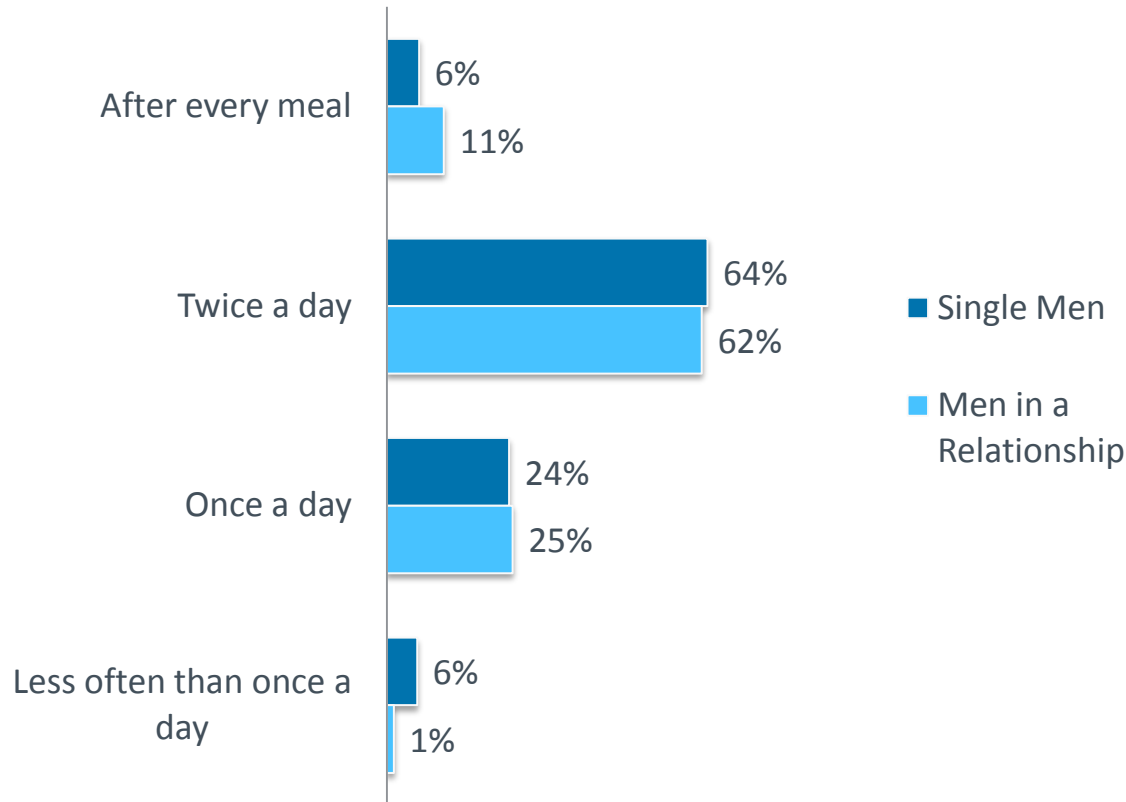




# Men in a relationship are almost twice as likely than single men to brush their teeth after every meal (11% vs 6%)

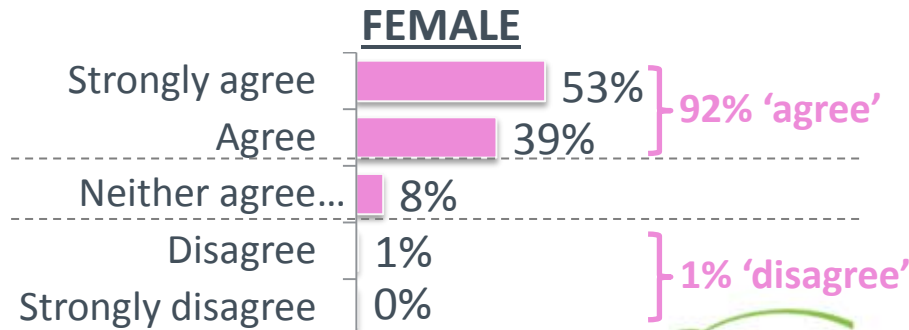
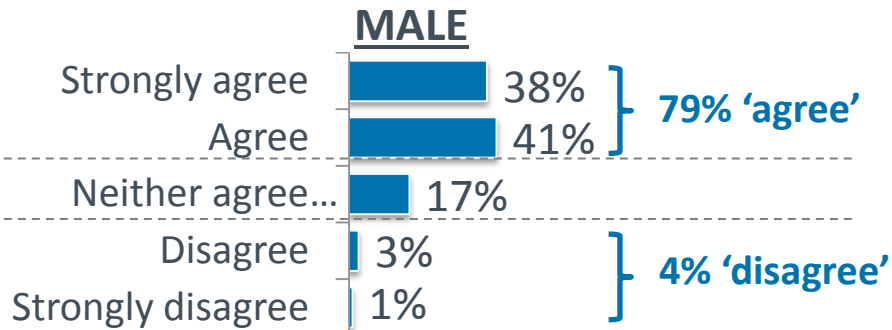
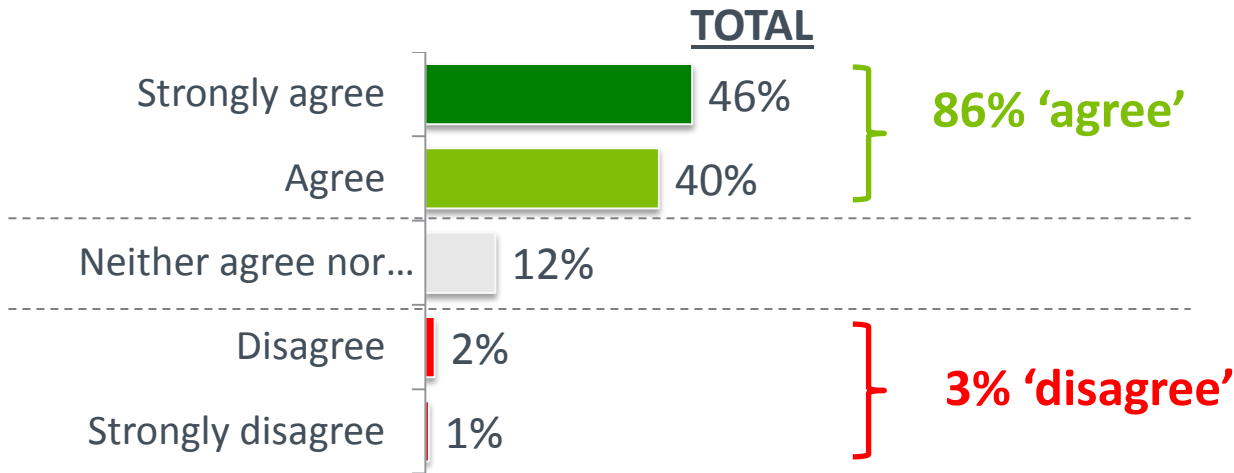


### How often do you clean your teeth



# “IT IS JUST AS IMPORTANT FOR MEN TO TAKE GOOD CARE OF THEMSELVES AS WOMEN”

- More women agreed with this statement (92%) than men (79%)



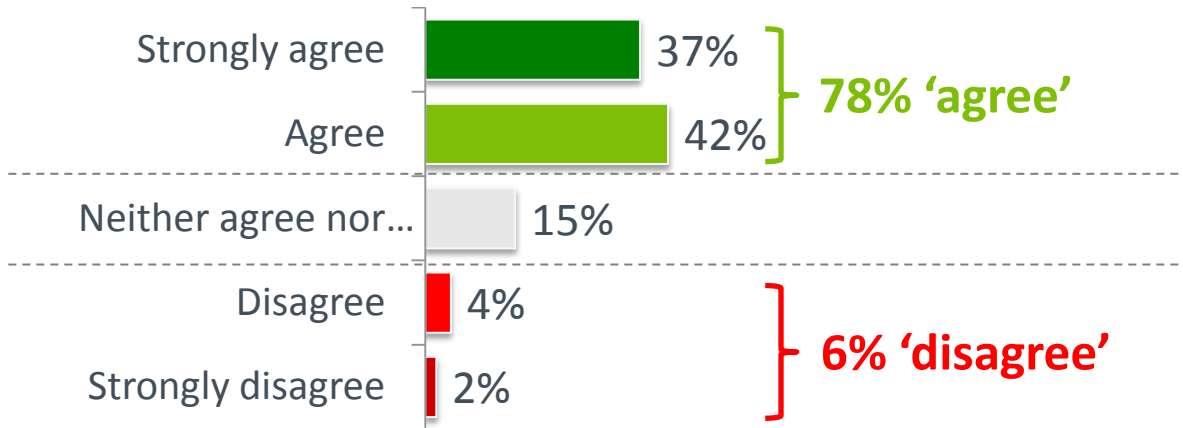
Q. How much do you agree with the following statements about personal care:  
It is just as important for men to take good care of themselves as women

Base: All respondents:

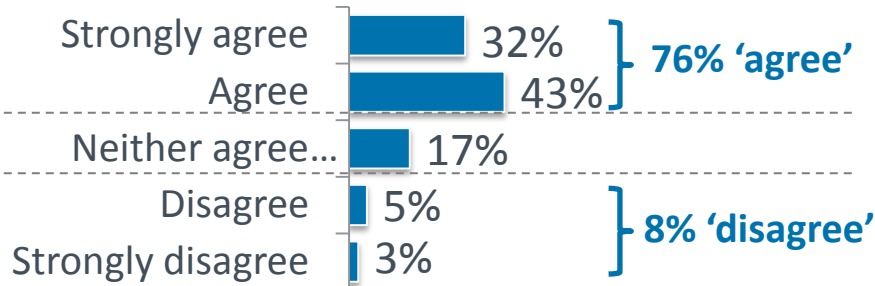
# “WOMEN ARE MORE UNDER PRESSURE THAN MEN TO LOOK GOOD”

•81% of women agree with this compared to 76% of men

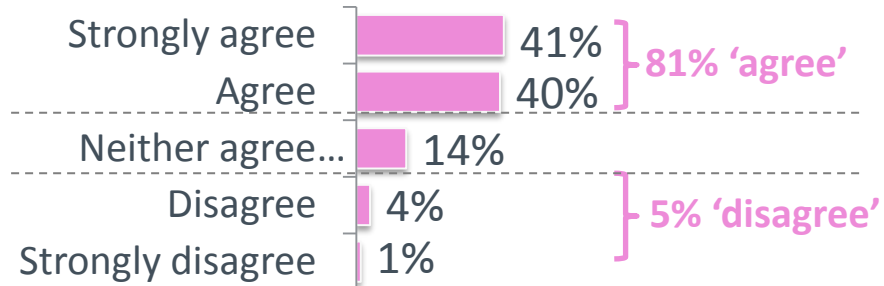
## TOTAL



## MALE



## FEMALE

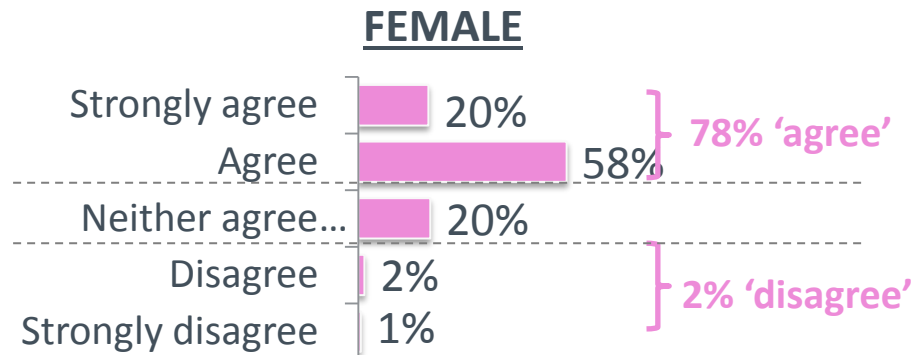
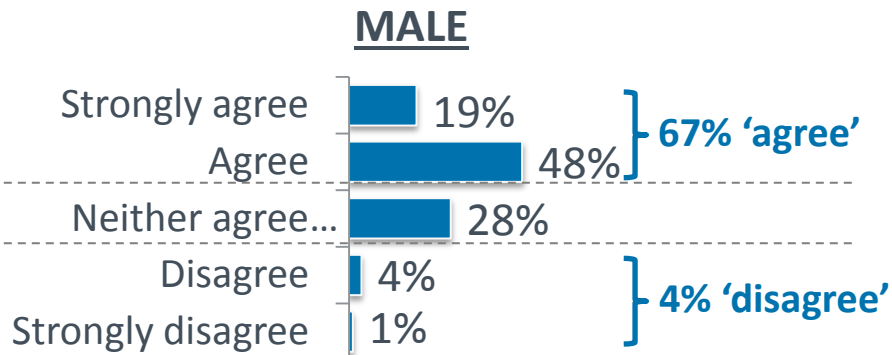
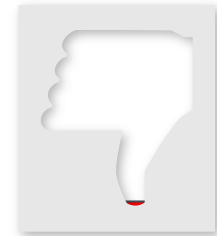
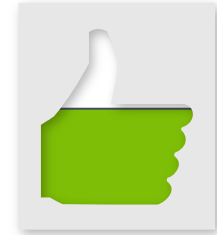
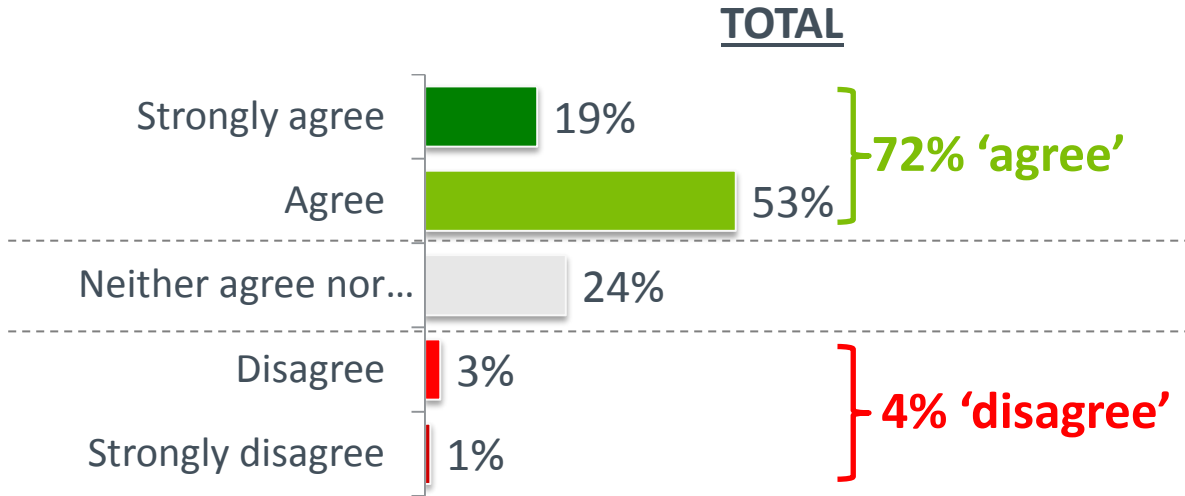


Q. How much do you agree with the following statements about personal care: Women are more under pressure than men to look good

Base: All respondents:

# “MEN ARE PAYING MORE ATTENTION TO THEIR HAIR & SKINCARE”

• More women agreed with this statement (78%) than men (67%)

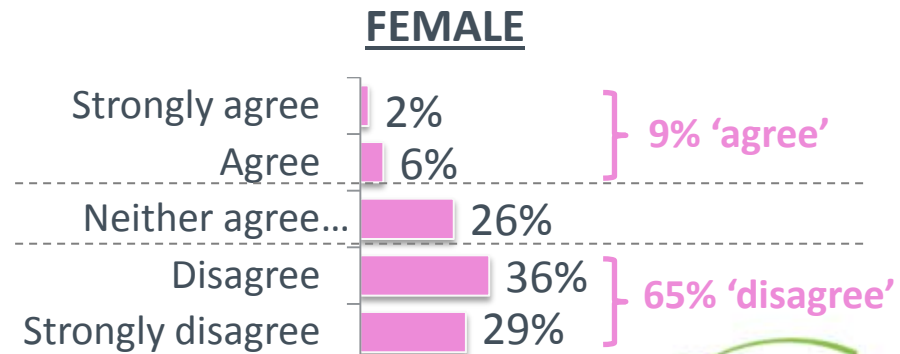
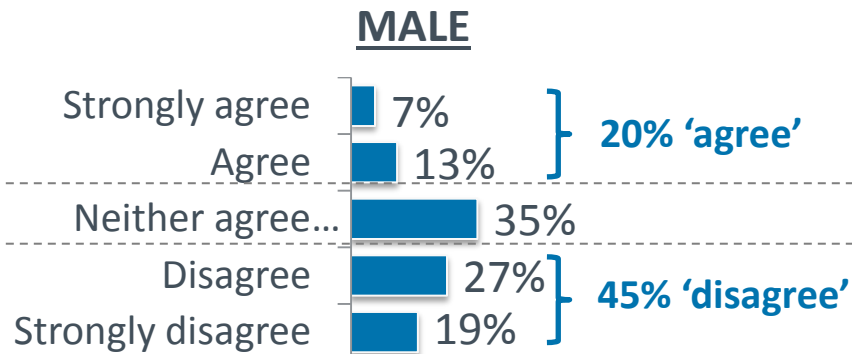
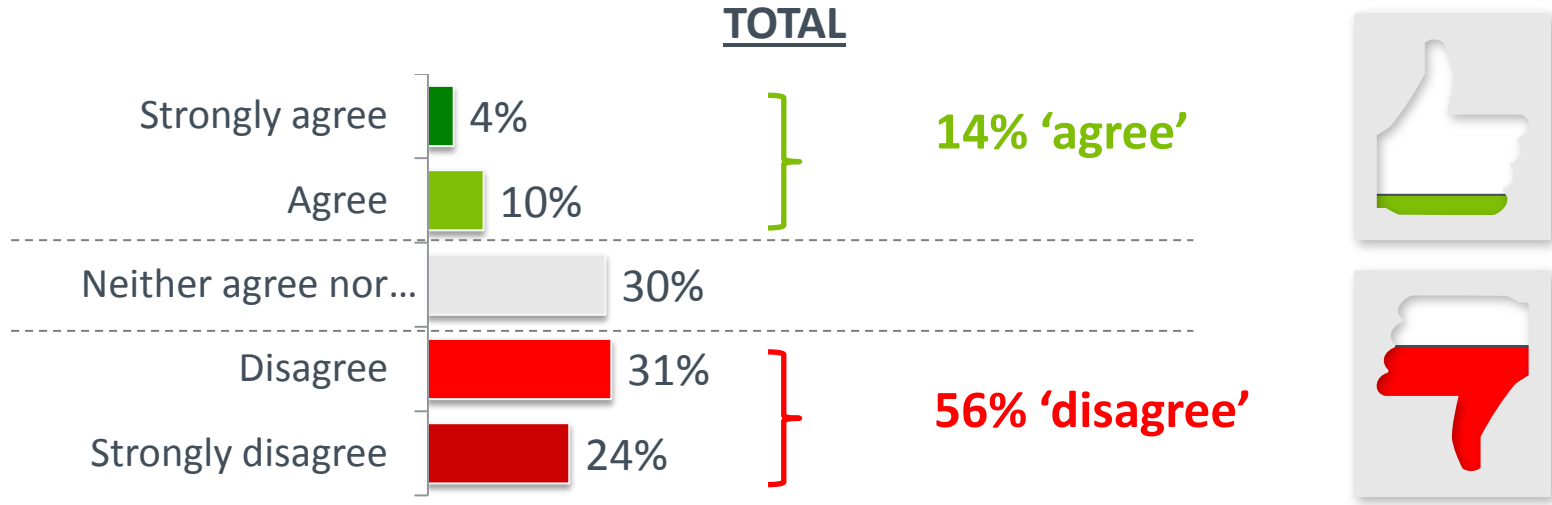


Q. How much do you agree with the following statements about personal care:  
Men are paying more attention to their hair & skincare

Base: All respondents:

# “REAL MEN DON’T USE MOISTURIZER”

•20% of men agreed with this statement whereas only 9% of women agreed



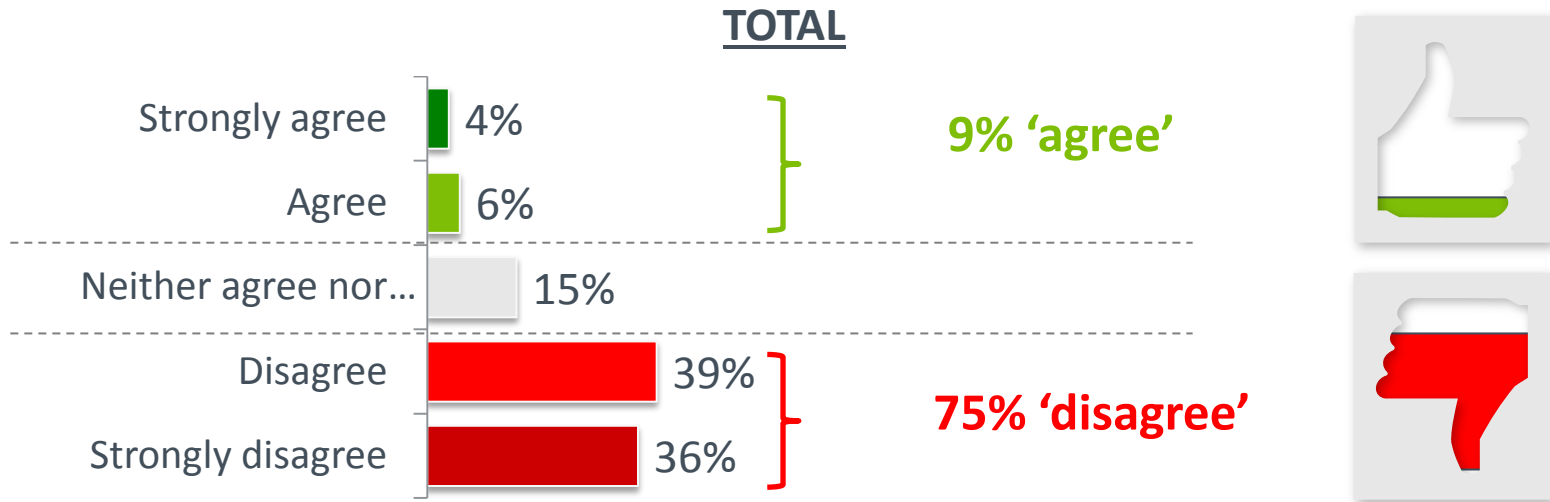
Q. How much do you agree with the following statements about personal care:

Real men don't use moisturizer

Base: All respondents:

# “MY HUSBAND/MALE PARTNER HAS MORE PRODUCTS THAN I DO IN THE BATHROOM”

•Only 9% of women agree with this

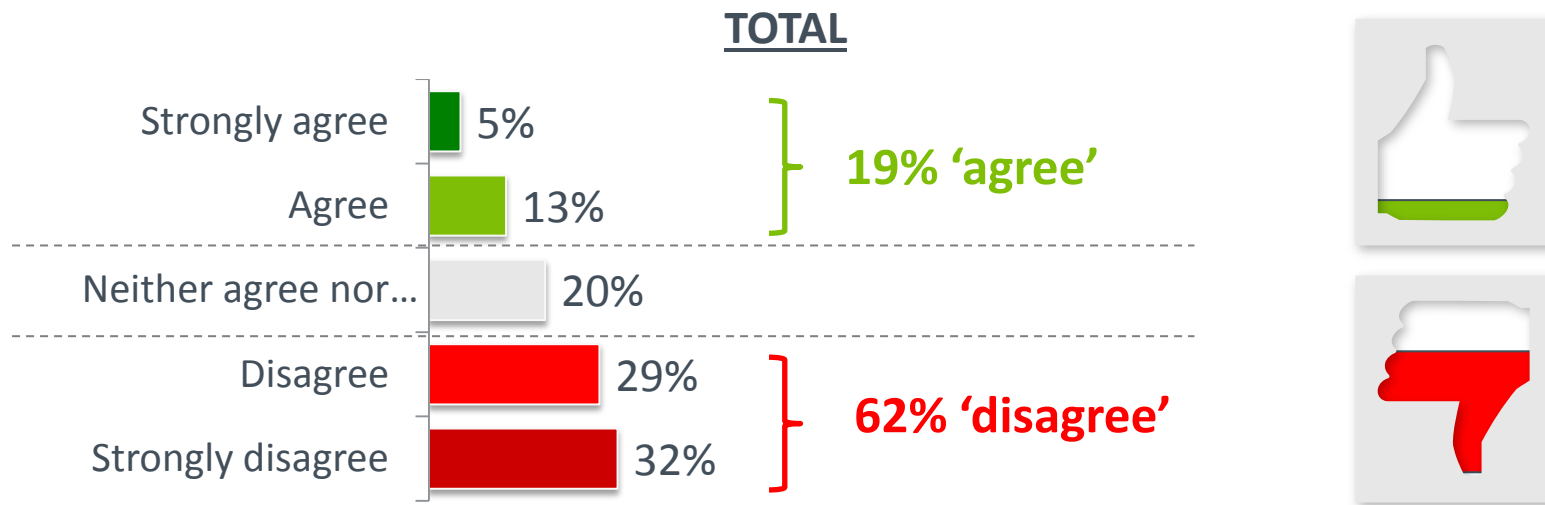


Q. How much do you agree with the following statements about personal care:  
My husband/male partner has more products than I do in the bathroom

Base: All respondents:

# “MY HUSBAND/MALE PARTNER SPENDS LONGER GETTING READY THAN I DO”

•19% of women say their partner spends longer than they do getting ready



Q. How much do you agree with the following statements about personal care:  
husband/male partner spends longer getting ready than I do

Base: All respondents: