



# Men's Grooming in Australia

May 2024

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## Men's Grooming in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising focus on masculine beauty and self-care is driving men's grooming

Skin care leads growth in men's grooming

E-commerce attracts consumers with convenience and accessibility

#### PROSPECTS AND OPPORTUNITIES

Men's skin care set to record sustained growth, whereas other men's grooming products may face downward pricing pressure

Including community support in brand messaging will help foster consumer loyalty

Future marketing strategies will emphasise education, product exploration, and tailored content for men

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