

MEN'S GROOMING IN NUMBERS



a year on grooming themselves



Men currently have 5 personal care products on their bathroom shelf, on average



of men don't style their hair at all



26% of men shave their face every day, 19% once a week or less and 10% do not ever shave their face



Of those men who have used a women's razor, 20% said they did it because the women's product was more effective (but most did it because of availability/convenience)



74% of men have used shaving foam/gels, 29% face scrubs, 81% razors

of men don't moisturise their face at all





Source: Ipsos MORI, fieldwork was conducted online between 29 July and 2 August 2016, with 1,119 GB adults aged 16-75.



3000bc

Ancient Egyptians were always clean shaved. False beards were worn as a sign of piety and after death.

340bc





Alexander the Great encouraged his soldiers to shave their beards before battle to avoid the enemies pulling them off their horses.



Initiated by Pope Gregory IV beards were seen as 'Unchristian' and blasphemous. Much to the Church's disappointment, King Henry I grew a beard, which he was later encouraged to shave off.



1500 - 1600 The Renaissance – growing beards became a sign of masculinity and virility.

1850 - 1900 As British Military power grew, soldiers,

explorers and even writers started to grow beards as a sign of masculinity. It was also seen as a 'healthy' way of protecting the face and skin of any diseases.



Moptop 1960s A hairstyle for the non-conformists, the

moptop was brought to the forefront by the Beatles. Although not particularly aesthetically pleasing, it became an acceptable fashion trend thanks to the Beatles.



Mullet 1970s A style sported by Rock 'n' Roll royalty like

David Bowie. The mullet was something of a cultural phenomenon in this decade.



dissidents and hooligans, Mohawks and the "punk look" was a counter-rebellion to the

flowery hippie styles which preceded it.



Invented by, and named after, hairdresser

Jheri Redding. In 1980 US entrepeneur Comer Cottrell created a DIY-like conditioner called the Curly Kit which kicked-off the hairstyles popularity - especially amongst African-Americans. Popularised by Michael Jackson, Samuel L Jackson, Lionel Ritchie, Ice Cube



Bowl 1990s

The flat top 1990s. This look became widespread in the early '90s when Will Smith's popularity in the

Fresh Prince of Bel Air made him a style icon as well as a TV star.



A popular haircut amongst boy bands such as The Backstreet Boys led to this being a staple



A modern modification of the '80s Mohawk but this time with a more

Faux hawk 2000s



slick and sleek style.







Brit-rock Indie 2010s The members of One Direction have had

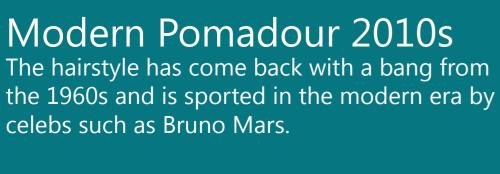
Rockabilly 2010s

Again a haircut brought back from an earlier

generation and given a modern twist.

a hand in making this the go-to style for wannabe heart throbs. Hair product adverts jumped on the bandwagon to





celebs such as Bruno Mars.



400bc Greeks perceived the beard as a sign of high status & wisdom. Men grew, groomed and styled their beards to imitate the Gods Zeus and Hercules.





1 AD - 300 AD

Both Greeks and Romans started shaving their beards claiming they're "a creator of lice and not of brains".



It once again became the fashion among Knights to grow beards. Armours were specially designed to protecttheir beards during battles.





1750 - 1800

Georgian Era - The invention of Cast Steel made shaving easier and more comfortable. This trend was also fuelled by the introduction of face creams, shaving powders and scents.

Pompadour 1960s

Seen as the haircut of the "gentlemen" the Pompadour was quite the popular hairstyle in the '60s. The Pompadour is a hairstyle that was originally named after Madame de Pompadour and was popularised by Elvis.





Moustaches 1960s

Moustaches and facial hair became a sign of freedom and rebellion in the '60s.

Hippy 1960s In the late '60s and '70s, a

counter-culture emerged consisting mainly of middle-class teenagers/ young adults who grew their hair long to rebel against conformity and conservative culture.





Handlebar/Shevron Moustache 1970s Moustaches were a sign of sexual

prowess and manliness in the '70s. Big names on the scene included Tom Selleck who is famous for his lustrous tache.

The Perm 1980s As popularised by Kevin Keegan, Diego Maradonna, John McEnroe.





The hip-hop community and influencers such as rapper Snoop

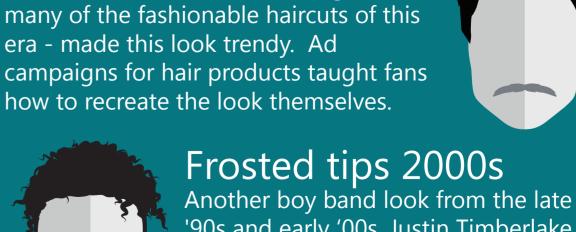
Dogg were to thank for a mainstrram resurgence of this classic hairstyle. The long-haired





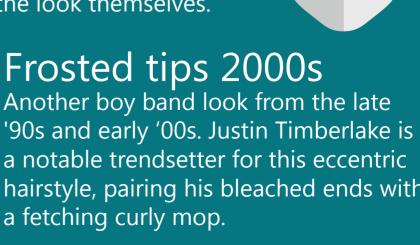
to give the appearance of a distinguished gentleman or a rugged rock star.

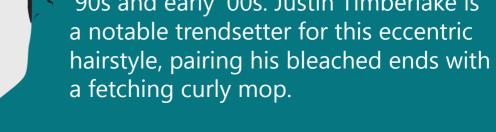
Textured haircuts 2000s David Beckham - the chief instigator of



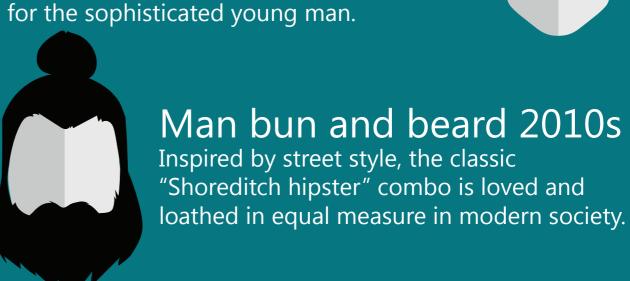
often seen at black-tie events such as the

Oscars and has become a fashion statement





Slicked back 2010s Popular amongst many of those who walk the red carpets of Hollywood this hairstyle is



Man bun and beard 2010s Inspired by street style, the classic "Shoreditch hipster" combo is loved and

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