



Male Grooming Review: 2014

Presented By **Ungerer Limited**



A close-up photograph of a man's face and shoulders, completely drenched in water. Water droplets are captured in mid-air, creating a dynamic and refreshing scene. The man's eyes are closed, and his expression is one of relaxation or enjoyment. The background is a soft, out-of-focus light blue.

Introduction

Ungerer Ltd presents our latest **Male Grooming Review** for 2014.

Our presentation highlights the **growth** of this category in recent years, focusing on Market Statistics, Lifestyle Factors, Notable Product Launches and Trends.



Male Grooming Review

RECAP: Where is the category today?



- In **2011**, the UK Male Grooming Category had a value of **£551 m.**
- **2012** estimates the value to be **£574 m**, making the **biggest** year of growth since **2007.**
- The table on the opposite page shows the **steady growth** in value from 2007 to today.

Key Analysis = This category has gained and looks set to maintain momentum in sales.

