



09/10/2024

REPORT

Smooth Operators: The Rise of Men's Grooming Rituals



AUDIENCE

Demographics

United States, Age 25 to 60, Male

Category

Men's Grooming (shaving, after-shave toiletries); Personal Care and Beauty



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OBJECTIVE

To delve into the grooming behaviors and decision-making processes of men aged 25 to 60 with sensitive skin, identifying key irritants and sought-after ingredients, evaluating the appeal of innovative features such as lubricating strips and hypoallergenic blades, and assessing how the balance between skin-friendliness and product performance impacts brand loyalty within the U.S. men's grooming market.

BURNING QUESTION

What specific ingredients or product features are men with sensitive skin actively seeking when choosing grooming products?



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CHAT GUIDE

1. How does your daily routine affect your skin care choices?
2. How often do you purchase shaving products?
3. What's your go-to brand for shaving products?
4. What's most important to you in a shaving product?
Probe on why
5. Describe your last experience purchasing a grooming product.?
6. Could you take a photo of one of your grooming products?
7. Have you ever experienced skin irritation from shaving?
Probe on what happened
8. What do you do to prevent skin irritation after shaving?
9. Imagine your ideal razor. What does it do for your sensitive skin?
10. Do you look for specific ingredients in grooming products?
11. Which ingredients do you avoid in grooming products?
12. How do you decide on a new grooming product to try?
13. Have you tried products with lubricating strips or hypoallergenic blades?
Probe on what brand it was and why they bought it
14. Would you be willing to spend more on grooming products that use natural ingredients or promise to be better for your skin?
15. Imagine your ideal shaving product. What features does it have?
16. What would make you switch to a new grooming brand?
17. How does product performance vs. skin-friendliness affect loyalty?
18. What could brands do better for men with sensitive skin?



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AI SUMMARY

Men aged 25 to 60 with sensitive skin are actively seeking grooming products that cater to their specific skin needs while providing a high-quality shave. They prefer hypoallergenic products, particularly those without fragrances that could cause allergic reactions. Many respondents mentioned the importance of a smooth shave without irritation, bumps, or cuts, and they often choose products with moisturizing properties, such as aloe vera, to soothe the skin post-shave. Lubricating strips on razors are well-received for added comfort, but there's a mixed response on their effectiveness for moisturizing. Natural ingredients are favored by some, with a willingness to invest more if the benefits are clear, though not all see a difference in their shave quality with natural components. Durability, blade sharpness, and ease of use are also key factors in their decision-making. Brands like Gillette are frequently mentioned for their quality and availability. Men with sensitive skin are open to trying new products, especially if they come with positive reviews or recommendations, and they value products that can handle multiple grooming tasks efficiently. To improve loyalty, brands should focus on simplifying ingredients, offering hypoallergenic options, and ensuring a balance between skin-friendliness and performance. Images of grooming products were shared by respondents, indicating their current preferences and usage.





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KEY INSIGHTS

Sensitive Skin and Hypoallergenic Preferences

- Men with sensitive skin prioritize hypoallergenic products to avoid allergic reactions, particularly to fragrances that can be life-threatening.
- Participants expressed a clear preference for products that provide a smooth shave without causing irritation, bumps, or cuts, indicating a significant concern for skin health over mere aesthetics.

Quotes:

"Yes I have experienced products with lubricating strips however not hypoallergenic and my experience was very positive"

Age 33, Male

"The most important thing is a smooth shave and that in detail means no bumps or cuts or rough skin afterwards. Another factor is going over the skin once and not having to shave the same spots repeatedly "

Age 39, Male

"Yes. I often get razor burn and irritation under my chin, causing slight bleeding. It's extremely irritating."

Age 27, Male

"Shaving the same spots usually leads to bumps or cuts because the skin is more sensitive at this point and in general I just don't want to shave and miss hair or have bumps or cuts the goal is to achieve a clean looking shave "

Age 39, Male





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KEY INSIGHTS

Importance of Moisturizing and Natural Ingredients

- Moisturizing properties are highly valued, with many participants seeking shaving creams and after-shave products that hydrate and exfoliate the skin.
- There is an interest in natural ingredients and a tendency to avoid products with aluminum sulfate and artificial dyes, suggesting a market for grooming products with recognizable, natural ingredient lists.

Quotes:

"Now, whenever I finish shaving, I clean the hair out of the razor and I clean the blades with rubbing alcohol and then the next time I shave I also clean the razor again, but these days I also use a handful of skincare products directly after I shave, and throughout the week to prevent potential breakouts"

Age 46, Male

"I try to avoid things that have non-natural fragrances as well as aluminum sulfate"

Age 46, Male

"I more look for the lack of ingredients and if I recognize the names of the ingredients in a natural way. "

Age 33, Male

"I like a lot of things that moisturize my face and help to exfoliate the skin I'm not an every day shaver so as you can imagine dirt and debris buildup on my skin easily"

Age 46, Male





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KEY INSIGHTS

Innovative Features and Brand Loyalty

- Features such as lubricating strips and multi-blade razors are appealing for their promise of comfort and a close shave, but there is skepticism about their effectiveness compared to other products.
- Brand loyalty is influenced by the balance between product performance and skin-friendliness, with some men willing to switch brands for better moisturization, natural fragrances, or fragrance-free options.

Quotes:

"I always try to focus on how many blades are in the razor as well as what soothing material that use on the razor I'm not sure exactly what you call that"

Age 33, Male

"I think I need to transition away from multi-blade cartridges to single blade razors"

Age 27, Male

"Some sort of guard to prevent the blade from rubbing against skin and causing irritation, and maybe some sort of soothing gel"

Age 27, Male

"Skin friendliness is a little more important due to my sensitive skin, but performance is almost as important. Its a fine line I find myself balancing my decisions on."

Age 41, Male





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KEY INSIGHTS

Decision-Making and Product Trials

- Men often stick to familiar brands but are open to trying new products based on recommendations, reviews, or the promise of better skin compatibility.
- Free trials or samples could be an effective strategy for introducing men with sensitive skin to new grooming products, as there is hesitancy to invest in full-sized products without evidence of efficacy.

Quotes:

"If I was going to get a new grooming product I would first have to hear amazing reviews about it from other people. Then I might try it out if it is hyped up enough"

Age 26, Male

"Initially know, but if I went and did some independent research and found something that I really like, I could probably be persuaded to do so. I'm not crazy about shaving, and I don't usually like to invest whole money into it."

Age 46, Male

"A free trial would make me possibly switch brands. I don't want to buy something that ends up being worse than what I currently use"

Age 33, Male

"My ideal razor would be able to cut hair very cleanly and sharply but not cut skin at all. I would be able to get an extremely close shave every time"

Age 26, Male





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KEY INSIGHTS

Preferred and Avoided Ingredients in Grooming Products

- Some individuals prioritize moisturizing and exfoliating ingredients in grooming products to maintain skin health, especially if they do not shave daily.
- Natural ingredients are favored by those who are conscious about the composition of their grooming products, with a preference for recognizable ingredient names.
- There is a tendency to avoid non-natural fragrances and certain chemicals like aluminum sulfate due to concerns about their effects on skin health.
- Ingredients that are known to cause dryness or irritation, such as alcohol and aloe vera, are avoided by some individuals with specific skin sensitivities.

Quotes:

"I like a lot of things that moisturize my face and help to exfoliate the skin I'm not an every day shaver so as you can imagine dirt and debris buildup on my skin easily"

Age 46, Male

"I more look for the lack of ingredients and if I recognize the names of the ingredients in a natural way. "

Age 33, Male

"I try to avoid things that have non-natural fragrances as well as aluminum sulfate"

Age 46, Male

"I avoid anything with alcohol in it as that dries me out."

Age 41, Male



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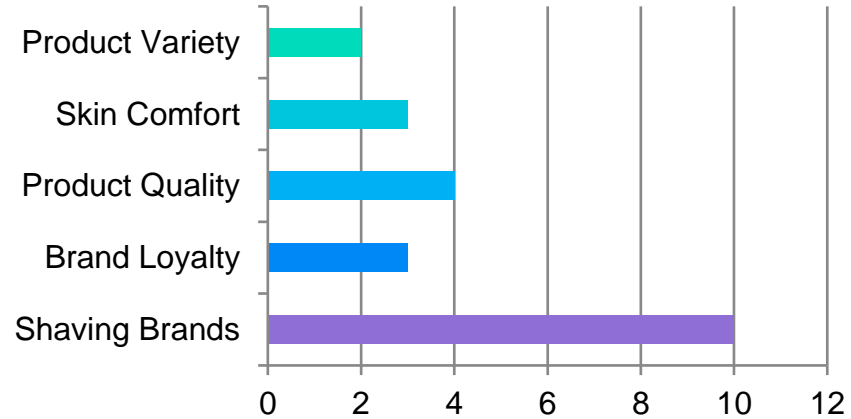
United States, Age 25 to 60, Male

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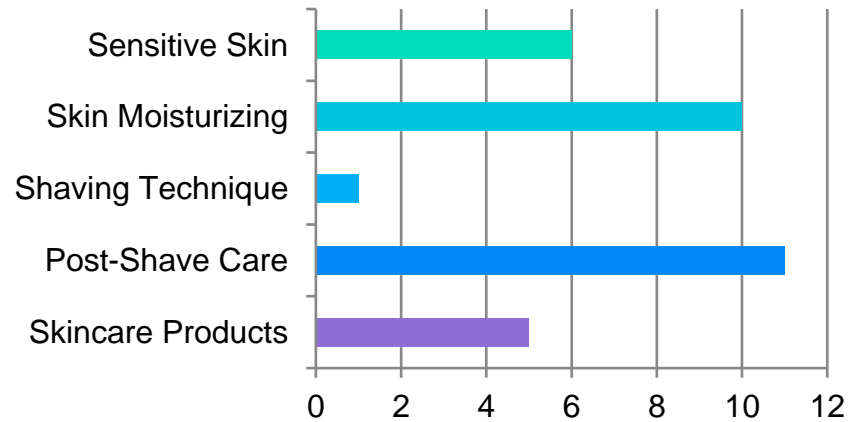
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TOPICS

What's your go-to brand for shaving products?



What do you do to prevent skin irritation after shaving?



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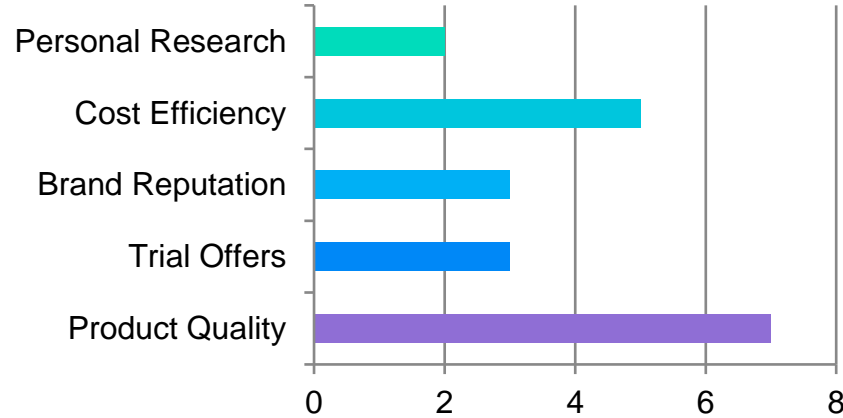
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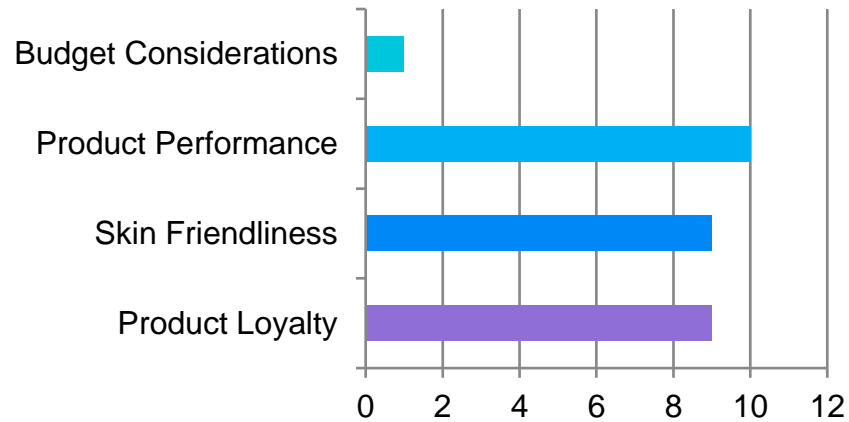
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TOPICS

What would make you switch to a new grooming brand?



How does product performance vs. skin-friendliness affect loyalty?



PERSONAS

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The Practical Minimalist

Description:

- A 46-year-old retired single male with no children, who maintains a basic grooming routine due to having a beard.
- Prefers hypoallergenic products due to severe allergies to certain fragrances and purchases shaving products roughly twice a year, focusing on creams that moisturize.
- Not brand loyal, uses products from Gillette and Barbasol, and values products that spread well over the body.

Insights:

- Sensitive skin and allergies significantly influence his choice in grooming products, leading to a preference for hypoallergenic items.
- A minimalist approach to grooming, with a focus on practicality and essential skin care, indicates a potential market for multi-use, hypoallergenic grooming products.
- Brand loyalty is secondary to product functionality, suggesting that brands could win him over with products that cater to his need for skin-friendly and hypoallergenic options.



The Family Man

Description:

- A 33-year-old married man with children from Oklahoma, who works full-time and has a no-fuss approach to grooming.
- Buys shaving products twice a month, prioritizing products designed for sensitive skin that offer a close shave without irritation.
- Regularly uses Gillette products and values the number of blades and soothing materials on razors.

Insights:

- His grooming purchases are driven by the need for skin-friendly products that fit within a family budget, indicating a market for affordable, sensitive skin-compatible shaving items.
- The importance of product performance, such as the number of blades for a close shave, suggests that innovations in razor design could appeal to him.
- Openness to trying new products if they stand out in-store or come recommended, suggesting that in-store promotions and word-of-mouth are effective marketing strategies for this demographic.



The Quality Seeker

Description:

- A 33-year-old single male, employed full-time, who requires grooming products that last all day and cater to his daily shaving routine.
- Chooses Gillette for its performance and smooth post-shave feel, which his girlfriend also appreciates.
- Does not focus on specific ingredients but looks for durability and quality in new grooming products.

Insights:

- The desire for a smooth shave and product longevity indicates a preference for high-quality, durable grooming tools, suggesting a market for premium razors and accessories.
- Lack of emphasis on specific ingredients or hypoallergenic features suggests that clear communication about product benefits could influence his purchasing decisions.
- The balance between skin-friendliness and product performance is crucial, indicating that brands that excel in both areas could earn his loyalty.





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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