

Wednesday, 13 July 2016

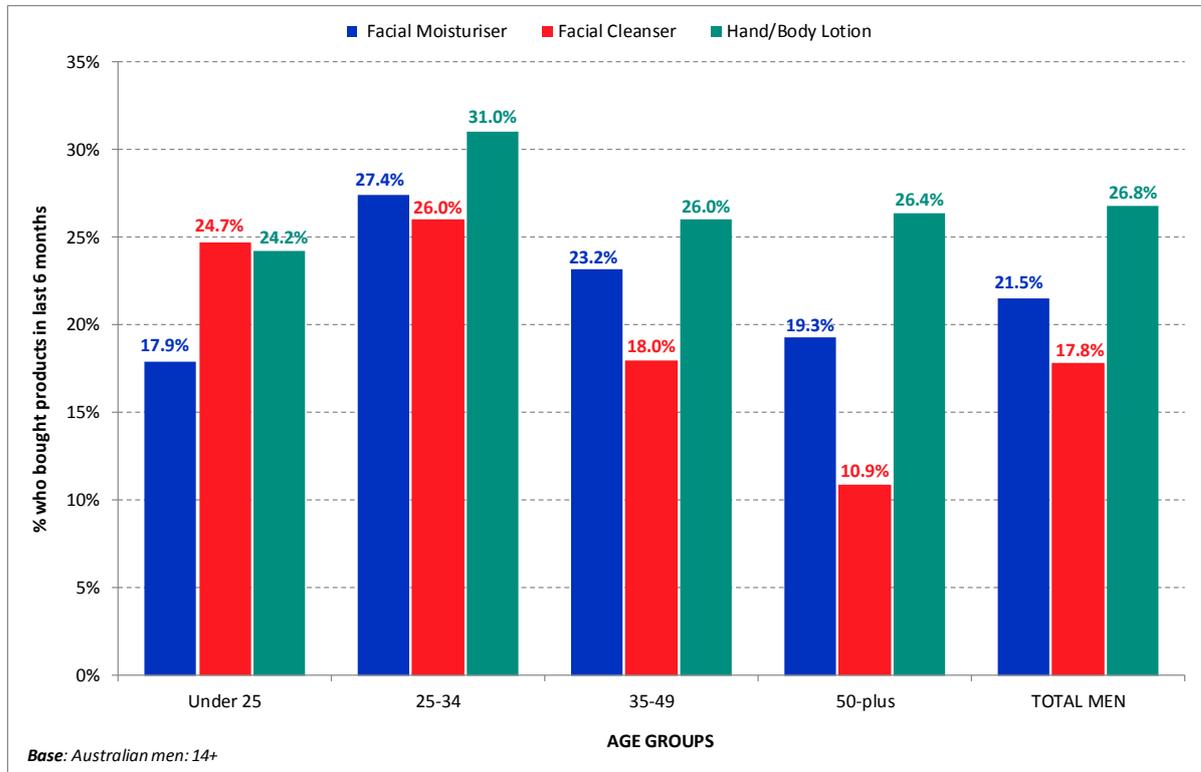
## Aussie men facing up to skincare

Who says skincare is just for women? In the year to March 2016, 3.7 million Australian men 14+ purchased at least one skincare product in any given six months, the latest findings from Roy Morgan Research reveal. While this equates to a much lower proportion (37.9%) than women (83.7%) who buy skincare products in the same period, it is still a sizeable market -- and one particular brand dominates it...

Hand-and-body lotion is the most popular skincare product among Aussie men, purchased by 26.8% in an average six months. This puts it well ahead of facial moisturiser (21.5%) and facial cleanser (17.8%).

This pattern is consistent for all age groups except the under-25s, who are marginally more likely to buy facial cleanser (24.7%) than hand/body lotion (24.2%). Of all the age groups, 25-34 year-olds are most likely to purchase hand/body lotion (31.0%), facial moisturiser (27.4%) and/or facial cleanser (26.0%).

### Skincare products purchased by Australian men in an average 6 months: by age



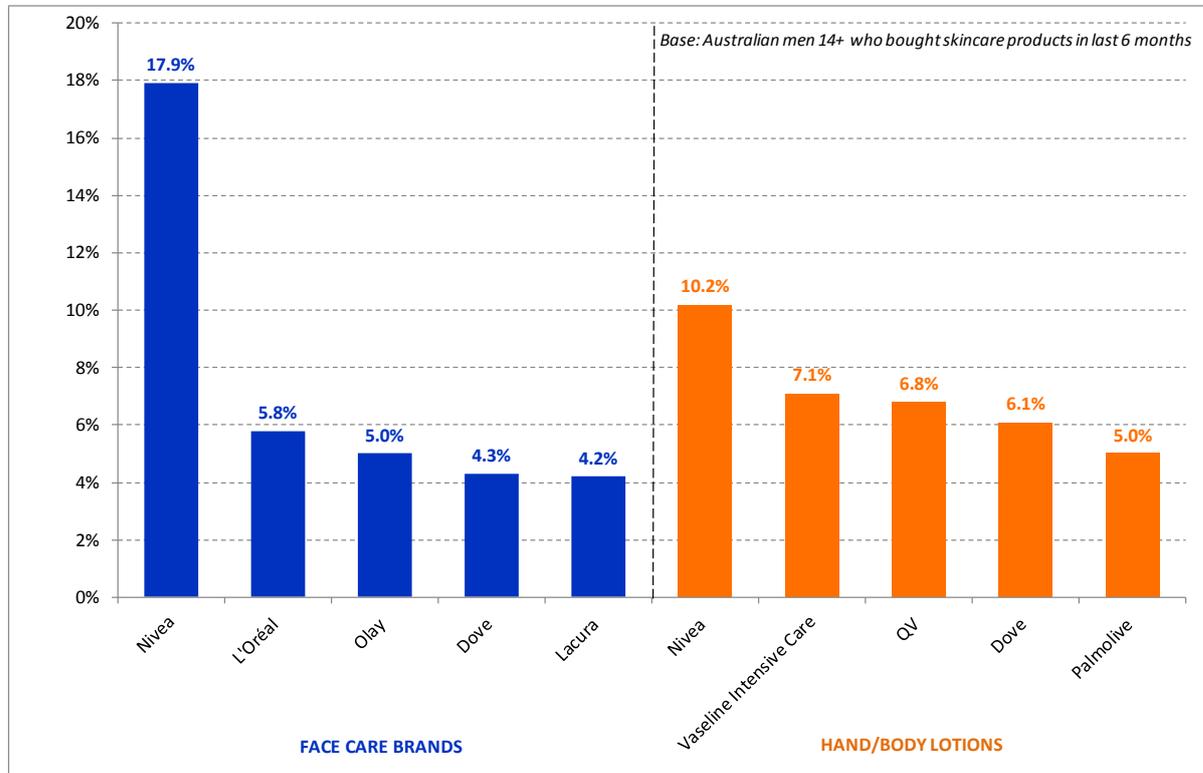
Source: Roy Morgan Single Source (Australia), April 2015-March 2016, n=6,513

FOR IMMEDIATE RELEASE

## The Nivea phenomenon

When it comes to face-care products (moisturiser and cleanser), one brand stands out from the pack: Nivea. Nivea face-care products are purchased by 17.9% of all men who buy skincare products in an average six months, leaving second and third best-selling brands L'Oréal (5.8%) and Olay (5.0%) lagging in its wake.

### Best-selling face-care and hand/body lotion brands among Australian men



Source: Roy Morgan Single Source (Australia), April 2015-March 2016, n=2,274

Nivea also heads up the most popular hand/body lotions, purchased by 10.2% of male skincare buyers in an average six months. Vaseline Intensive Care (7.1%) and QV (6.8%) are also popular brands in this category.

### Norman Morris, Industry Communications Director, Roy Morgan Research, says:

*“Men’s skincare may not be as large a market as women’s but it is still a crowded one. The Nivea Men and L’Oréal Men Expert ranges are prominent examples of products specifically designed for and marketed at men. Nivea has been especially successful in this respect, and is the best-selling face-care brand for Aussie men of all ages —hitting its peak with the valuable 25-34 year-old bracket.*

*“Nivea is also the dominant brand in the hand/body lotion category, once again proving particularly popular with men aged 25-34 years old.*

*“Hand and body lotions are generally quite unisex in their branding and marketing, which suggests that Nivea’s success in this category may be the result of men being familiar with its face-care range and feeling confident that they’ll also like its hand and*

body lotion. Interestingly, Nivea dominates the women's skincare market in a similar way.

*“Men’s skincare brands wishing to build on their success in the Australian market would benefit from the rich consumer data that only Roy Morgan Single Source can provide, gaining a much more detailed understanding of the attitudes, demographics and behaviours motivating men to buy particular skincare products. This in turn would enable brands to be more strategic and targeted with their marketing, thereby attracting attention from the right consumers.”*

**For comments or more information about Roy Morgan Research’s consumer goods data, please contact:**

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**Related research findings**

Browse [our range of Face Care Product Buyer profiles](#) as well as our [Hand & Body Lotion Buyer profiles](#).

Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2