

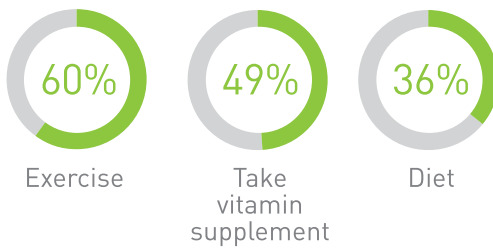
ASIAN MEN FROM TOP TO TOE

INNER BEAUTY WHY DO I CARE?

IT'S NOT ABOUT WOMEN

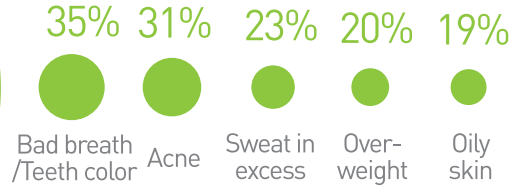


WHAT DO I DO?

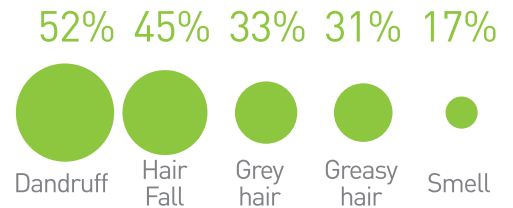


OUTER BEAUTY

MY TOP CONCERNS?

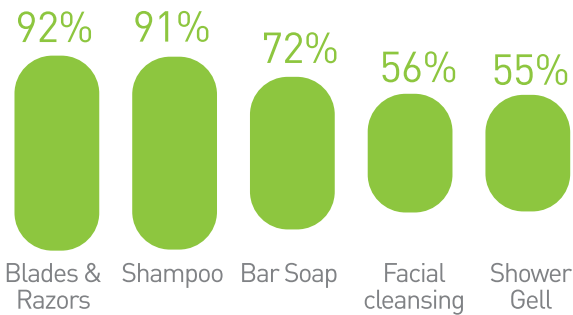


HOW ABOUT MY HAIR? What bothers me...

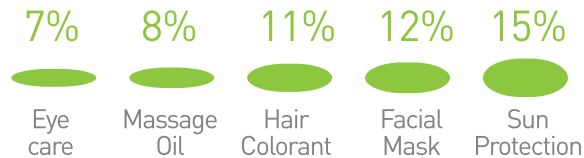


5 ITEMS

MOST USED



USED BY FEW

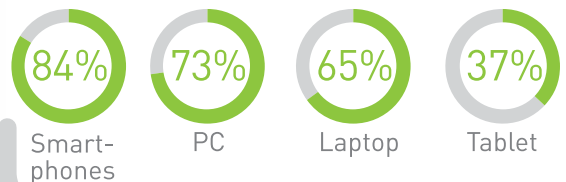


TV OR ONLINE?

Hours spend on average per day

TV **2h** < **2.6h** ONLINE

HOW DO I SURF?



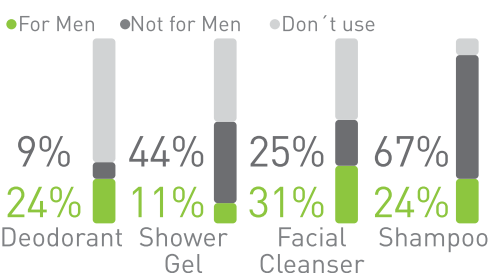
HAIR CARE AND PERSONAL WASH DRIVE GROWTH

"For Men" Segment YoY Growth

TOTAL MEN	9%
Bar Soap for men	212%
Shampoo for men	39%
Shower Gel for men	33%
B&R for men	12%
Deodorant for men	8%
Skin care for men	1%

FULFILL YOUR POTENTIAL

% Men using For men variants



"Using grooming products is a women thing"

62%
Disagree

For Men Grows **9%***

WANT TO KNOW MORE?

MEN REVOLUTION

IS THE LARGEST
AND DEEPEST STUDY
ABOUT MALE GROOMING HABITS
AND PURCHASE PATTERN
IN ASIA



LEAD THE TREND

www.kantarworldpanel.com

Ashley.Kang@KantarWorldpanel.com - Beauty Advisory Director - Asia Pacific