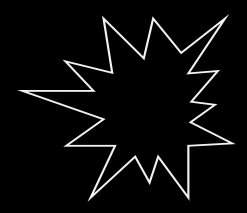




# *The Future of Men's Beauty/* **Faculty of Change** ✨



# *Introduction*



**Beauty today is an industry in constant flux. New brands are able to build social audiences quickly and leverage influencers to scale quickly. Rapid changes in consumer sentiment and spending habits mean that success depends on bringing innovative products and messaging to market fast.**

One area of especially rapid and foundational change, in beauty and in the broader cultural sphere, is gender. Beauty has been moving beyond a traditional focus on women to include men and their needs for some time. But cultural currents continue to push the horizons of gender identity and performance further, beyond traditional binaries of male and female, and beyond notions of gender neutrality and androgyny. New forms of gender fluidity, gender queering and even wholesale rejection of the gender system are informing and entering the mainstream.

In order to capture and make sense of changes like these, our teams are constantly scanning for signals of new ideas, behaviours and actions that will shape the future. Over the past quarter, we have identified three themes of change at the intersection of gender and beauty that are likely to set the foundation for tomorrow's innovation and growth: overcoming androgyny, the great male awakening and searching for heritage.





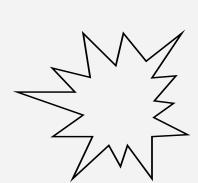
# 1



# Androgyny is not the alternative to traditional gender binaries

The progress made in society over the past decade of understanding the relationship between gender, sex and identity is inspiring. Beauty brands have been at the forefront of that conversation. A recent study by Allied Market Research predicts that cosmetics for men is expected to grow to \$166 billion by 2022, and that 43% of consumers are interested in gender-neutral cosmetics.

This kind of data highlights the challenges in relying on purely quantitative data. Our research suggests that consumers are interested in cosmetics that reflect their gender identity and that identity is fluid and situational. One-size-fits-all (i.e. gender-neutral) cosmetics do not reflect the lived experience of emerging consumers.



**Opportunity:** *Products that allow people to reflect the full spectrum of their gender identity, rather than their “average” selves.*



# 2

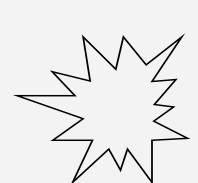


## The great awakening is reconsidering masculinity

There are massive changes in society happening right now that are causing individuals to rethink their attitudes, behaviours and the role they play in perpetuating inequity. The Black Lives Matter movement has exposed systemic racism and the urgency of undoing it. Similarly, #metoo caused a reevaluation of how traditional masculine archetypes have harmed women and held society back. As a counter-trend, the rise of the “Himbo” as an aspirational archetype demonstrates the desire of men to find a new way of living in the world.

The way in which beauty is sold to men currently does not reflect that shifting understanding. It is still sold in terms of beauty (for vain men) or function (for optimizers/life hackers).

Women’s beauty has had incredible success with helping women understand their “self care” regimens and the role that taking care of themselves plays in allowing them to take care of others. Men’s self care is currently considered to be “a cold one with the boys.” Is that what the modern man really seeks?



**Opportunity:** *Products that allow men to decompress and take care of themselves in a world of changing expectations, appetites and responsibilities.*



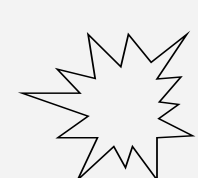
# 3



## Men are looking for heritage and craftsmanship

Our insights confirm that the driver of conversion for High Net Worth (HNW) men is craftsmanship and heritage. It is reflected in the success of major male-focused brands across clothing, automotive and spirits/alcohol. At the higher end of the beauty market, these values are embodied by brands like

Creed and Acqua di Parma but have not permeated widely. With many beauty brands having long legacies of excellence, featuring these factors will drive better emotional resonance with HNW and UHNW customers.



**Opportunity:** *Aligning new categories and products to the way in which key target customers already make purchase decisions will drive better resonance and higher conversion rates.*



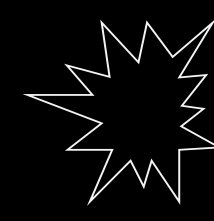
# Faculty of Change

When innovation is business as usual, how does a company unlock the next level of growth? Delivering new customers, and new value to existing ones, comes from re-imagining specific areas where your firm has a unique right to play and win. These growth platforms align fresh understanding of customers, and of the evolving ecosystem informing your marketplace, with

 ***At Faculty of Change, our specialty is working with clients to identify growth platforms.***

your unique capabilities and plans. Bridging strategy into action, they then build buy-in for consistent execution.

Our structured process takes your expertise and experience, and combines it with fresh ethnographic insight into the future of your customers' lives, to identify new opportunities aligned to your business reality.



# Faculty of Change |

Subscribe to [Future Insights](#)

Connect with us on [LinkedIn](#)

Dylan Gordon  
Managing Partner  
[dylan@facultyofchange.com](mailto:dylan@facultyofchange.com)  
647 448 2518