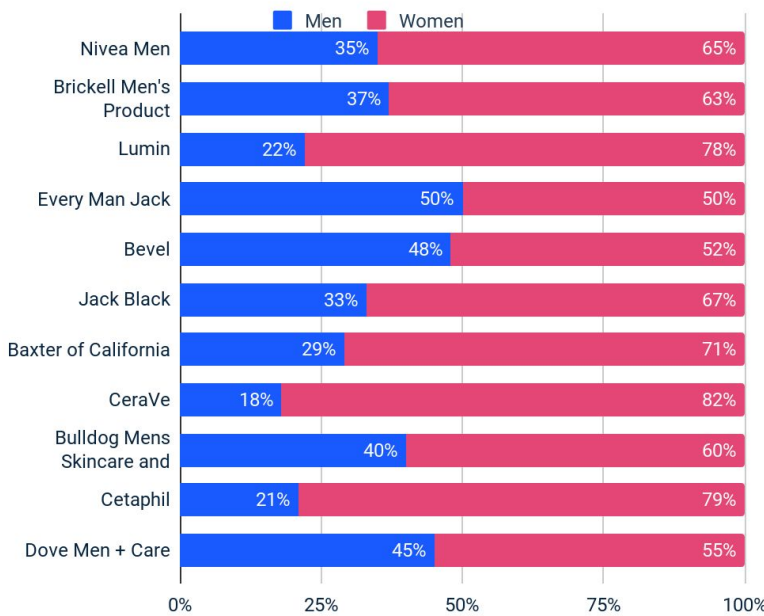




Skincare brands recently uncovered a market opportunity that was relatively untapped. Established female skincare brands are leveraging their industry knowledge to launch new male product lines, while some entrepreneurs are launching their own new brands to tackle male skincare issues. Boosted by news coverage: the 12 brands covered in this report grew by **6% CAGR** in revenue.

Amazon.com Men Skincare Brand Demographics Analysis (based on product views)

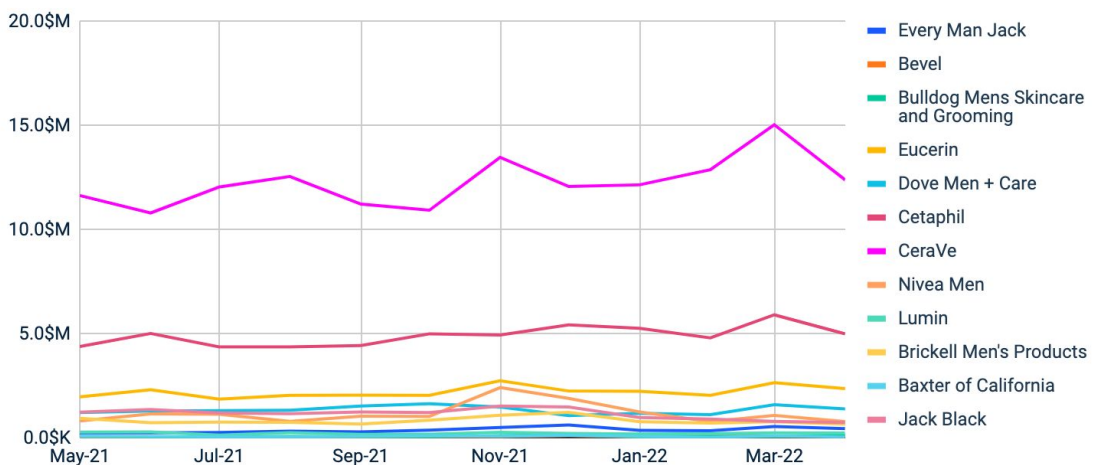
Top Male Skincare brands Gender Split, Amazon.com, US, Desktop, Mobile Web & Mobile App, May '21-Apr'22



- For 12 trendy male skincare brands, **women accounted for 66% of product views** on average: brands need to not only market their products to men but also make sure to **appeal to female consumers**
- **Nivea Men**, despite its clear positioning, was seen 65% by women
- **Every Man Jack, Bevel** and **Dove Men + Care** were the brands with the highest share of male consumers, with respectively 50%, 48% and 45% of male viewership
- **Lumin**, despite being a men-only skincare brand, had only 18% male share of visitors; its \$35 avg. listing price makes it more gift material, which may explain the gap with other brands

Despite heavy media coverage, new-coming skincare brands sales below mixed brands

Revenue Trend per Male Skincare brand, Skincare category Amazon.com, US, Desktop, Mobile Web & Mobile App, May '21-Apr '22



- Eucerin, CeraVe or Cetaphil, whose positioning is gender-neutral remain higher in revenue than trending brands such as **Lumin, Bevel** or **Baxter of California**, which receive a lot of praise from beauty publications
- **Clean beauty** brands received more attention over the past 12 months: **Every Man Jack** and **Bevel** both respectively grew by 82% and 50% CAGR in revenue YoY, amounting to \$4.8M and \$955K of sales on Amazon.com