

## The Permission Gap – Male Beauty

Global Beauty Report by NielsenIQ

### The Story Of The Modern Man

There has never been a better time to be a man who cares about how he looks. And never a more complicated time to admit it. Male beauty is one of the most significant untapped opportunities in personal care. A generation of young men is entering peak spending years with less stigma, more knowledge and higher expectations than any before them. The cultural conversation around masculinity is shifting fast, and commerce is racing to keep up.

Yet the category remains caught between two worlds: marketing built on performance and utility, and a new era of consumers, creators and brands quietly expanding what men have permission to explore. That word — permission — is the story of this report.

**Permission to engage. Permission to invest. Permission to care.**



“The biggest missed opportunity in beauty isn’t that men aren’t interested in makeup and skincare, it’s that **brands don’t realise how interested they already are**. Men are buying, creating content and building communities around beauty, yet many campaigns don’t reflect the boys in beauty. Brands that acknowledge this shift early like Saie, Hourglass and Haus Labs early on, won’t just be considered more inclusive, but they’ll be **better positioned for where the industry is heading.**”

- **Zak Heath** is a beauty creator, consultant, and founder of Compact, a platform to connect creators with brands. Known for challenging perceptions around men in beauty, he has built an audience of over 1.5 million and worked with brands including Dior, YSL, Charlotte Tilbury, and Armani Beauty. Zak regularly hosts industry events and speaks on the future of beauty and inclusivity.

### Today’s Man is Paying More Attention Than Ever

Are the following items more important to you now than they were five years ago?

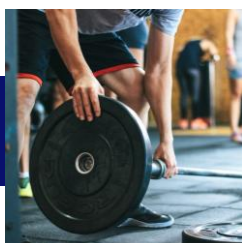
(% of men who agree or strongly agree)

54%



Ageing Well

51%



Healthy body weight,  
shape, muscle tone

36%



Looking my best  
(e.g., beauty, skin care)

And yet... **Only 37% of men don't feel constrained** by social expectations of what is or is not appropriate for their age & gender

Male household's average category spend on personal care is **28% lower** than women's



*Read the full report to learn where and why men are spending less*

*Value % Growth vs YA - Global*

Total Beauty & Personal Care

**+7%**

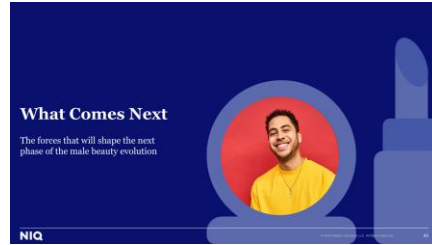
'Male' Brands

**+3%**

Sources: Omnishopper Panel US, CA, AU, Omnisales ES, FR, IT, DE, GB, SPG Monthly AR, AT, BE, BY, BA, BR, BG, CL, CN, CO, HR, CZ, DK, DR, EE, GR, HU, IN, ID, IE, KR, LV, LT, MK, MY, MX, NL, NZ, NO, PH, PL, PT, PR, RO, SA, RS, SG, SK, SI, ZA, SE, TW, TH, TR, UA, AE, UY, VE, VN | Latest 52 weeks ending May 2026



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