

Metrosexuals make marketers smile

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LOOKING GOOD and enhancing personality is no longer restricted to the fairer sex. A recent consumer study says Indian men spend an average of 20 minutes in front of the mirror each morning, higher than the 18-minute average for Indian women.

Male grooming segment is fast catching the marketers' eyes and though in India, the business may be at a nascent stage, no one is in a mood to overlook the big potential. Emami has roped in none other than King Khan to endorse Fair and Handsome, its male fairness cream. A report in cosmeticsbusiness.com puts the size of the male grooming market between Rs 800-1100 crore.

All major players in the personal consumer space have come out with male-specific products. Emami made the big move by launching Fair and Handsome, the men's fairness cream after research revealed that around 30 per cent of the users were men.



HUL followed by launching Fair and Lovely Menz Active-its fairness cream for males. Marico, on its part has four variants for men's hair care under the Parachute Advanced Aftershower range, which includes a gel, anti dandruff and

nourishing hair cream.

Companies such as L'Oréal as well as Nivea have also come out with products specifically meant for male grooming through L'Oréal Men's Expert and Nivea For Men ranges respectively. Nivea's offerings for males include Nivea for Men whitening products, Nivea for Men cleansing products and Nivea for Men shaving products.

Sameer Sathpathy, Head - Marketing — Wellness & New Products, Marico asserts, "Two trends are driving this market — increased white collar jobs, and women's ability to choose their partners. It's not enough for a man to be a provider but he needs to look good also, if he wants to succeed in the mating game."

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