

in-cosmetics: the twinterview

On 4 April, in-cosmetics staged a twinterview with Will King, founder and CEO of The King of Shaves Co. Ltd to give followers a sneak preview of his approaching Marketing Trends presentation entitled '[Men's Toiletries – The Slumbering Giant – How to awaken it?](http://www.in-cosmetics.com/en/Sessions/88)' [<http://www.in-cosmetics.com/en/Sessions/88>] at in-cosmetics on 17 April 2012.

Here are a few of the highlights...

[Hi Will! People have been talking for years about the huge growth men's grooming. Is this true? -@KingofShaves #quiztheking](#)

@KingofShaves: Um, no! Men's grooming - urrrgh - horrible phrase - is growing slowly at single digit CAGR - for example (contd) [#quiztheking](#)

World-wide it grew 7.4% from \$27Bn to \$29Bn - men's grooming that is. It is NOT DOUBLE DIGIT apart from a few countries... [#quiztheking](#)

Only DD growth for Men's Grooming is in Latin America where it's CAGR is between 10%-15% per annum [#quiztheking](#)

In Western Europe, Men's Grooming is up from \$7Bn value in 2005 to \$8.7Bn in 2011!!! Not exactly booming, is men's! [#quiztheking](#)

Men's grooming REALLY boomed between 1998-2008 - David Beckham kicked it all off but its slowed down a LOT now [#quiztheking](#)

[Why do you hate the term "men's grooming" so much then? #quiztheking](#)

It's an "Eurrrghhhh term" You 'groom' dogs (or horses) for example. It's just such a 'naff' description. Women 'beautify' [#quiztheking](#)

There is still to be developed a 'beauty language' for men, that they A) can relate to and B) believe in to grow mkt [#quiztheking](#)

I'll be talking about the "Language of Look Great" at the [@incosmetics](#) event in Barcelona, and why it's yet to exist [#quiztheking](#)

[If women beautify, what should men do? #quiztheking -@KingofShaves](#)

Men look at ageing in a way different way to women. Look at George Clooney. He's not worried about 'beautifying' himself contd [#quiztheking](#)

He gets more attractive as he ages. Men ARE worried about things like maintaining their 'ruggedness' without 'beautifying' [#quiztheking](#)

So, in 2003 - a bit ahead of the curve, we launched XCD - Enhance, Camouflage, Defend (read beautify, conceal, resist ageing) [#quiztheking](#)

XCD was probably 10 years ahead of it's TIME! But now L'oreal & nivea are in the men's market, the opp exists [#quiztheking](#)

XCD had an 'Enhancer', a 'Camouflager', a 'Defender', a 'Perfecter'. I'll shortly post up the original press release! [#quiztheking](#)

Re King of Shaves XCD <http://yfrog.com/oc9mhkxj> I think it was simply ahead of it's time [#quiztheking](#)

[Ah! men's cosmetics! What happened to XCD? -@KingofShaves #quiztheking](#)

We launched XCD in Boots a year ahead of L'Oreal Men Expert - it was all about metrosexuality then (lol) contd. [#quiztheking](#)

We couldn't get XCD sales above the £1m retail mark, and Boots gradually replaced its innovation with L'Oreal Men Expert [#quiztheking](#)

I think I'll bring it back though - we get a LOT of requests for it! [#quiztheking](#)

For example, here was our King of Shaves XCD Camouflager (ladies, read Concealer) <http://yfrog.com/ny6nvaaj> [#quiztheking](#)

What men ARE doing a lot more of nowadays is A) plastic surgery stuff, lipo and all that, and B) a bit of "MANicure" for nails [#quiztheking](#)

[It sounds like a lot's changed in men's grooming since King of Shaves came onto the scene. -@KingofShaves #quiztheking](#)

Yes, a lot HAS changed in 19 years. We launched first mass men's skincare in 1996, Nivea launched N4M in 99, L'Oreal ME in 03 [#quiztheking](#)

But, with the massive spends L'Oreal & Nivea (and P&G) pump into men's skincare, its sales in UK (mass) are £50m at RETAIL [#quiztheking](#)

Men's shaving products in UK are £500m at retail - men's skincare is £50m [#quiztheking](#) So, in reality, a TINY market

For sure, King of Shaves as the de facto pioneer in men's 'Shave Great, Look Great, Feel Great' stuff. From 1996... [#quiztheking](#)

To when we worked with John Gustafson in 2002 on the XCD launch - using some really clever skin tech and language [#quiztheking](#)

And in 2006, when we launched our K2 [#Skinvestment](#) range again in Boots, with a very clever skin care tech we licensed [#quiztheking](#)

[@KingofShaves Interesting; what's the projected 5 year % growth in skin care though - any idea?](#)

[@aliveone](#) It's growing at about 6-7% CAGR (men's skincare) [#quizthekin](#)

[@KingofShaves Thanks Will - so, UK as top 5 global in male grooming based heavily on shave etc. then, non? #quiztheking](#)

[@aliveone](#) Shaves (razors, preps) is c£500m at retail. Skincare is £50m at retail. Neatly divided (90%) between Nivea for Men & L'Oreal Men

[@KingofShaves](#) Do you think man will use significant more amount of "white cosmetics" in the future? #quiztheking

[@KingofShaves](#) I talk about any creme, body lotion, night creme, eye cream etc when I mention "white cosmetic". #quiztheking

[@MarkusSierigk](#) Um, men look for "instant FX" (instant results) where women, "believe the science" and prepared to wait #quiztheking

For men, there has to be a "Language Of Look Great, Age Great, Feel Great... Live Great" developed. "Men's Grooming aint that" #quiztheking

The more 'actives' are in the 'white cosmetics' to convince the guy he's about to experience 'the lynx effect' the better lol #quiztheking

[@KingofShaves](#) this is due to the fact we NEED to shave, we dont need man makeup to look good ;) #quiztheking

[@incosmetics](#): How do you stay ahead of the curve? NPD, new ingredients, formulations? -[@KingofShaves](#) #quiztheking

I take inspiration from many many areas when we look at men's skincare. From women's, for sure - but also brands like Red Bull #quiztheking

We're looking at a range right now for 2013 that I hope will feature an AWESOME skincare/repair #skinsurance tech - who knows! #quiztheking

Ha! Caffeine... Taurine... Energy... Simplicity of offer, result when drunk. Clever brand, Red Bull! Give your skin wings? #quiztheking

The big issue in men's skincare is that A) it's dominated by Nivea, L'Oreal and P&G making new entrances hard due to spends #quiztheking

In early 2000, it was WAY easier to debut new onto the scene, but with the recession et al, much harder now #quiztheking

[What did you need to do to launch against the men's grooming giants?](#)
[@KingofShaves](#) #quiztheking

We talk about "Skincare in Shaving" with regard to our shaving products, and where Skincare is concerned, use terms like.. #quiztheking

[#Skinnovation](#) [#Skinvestment](#) [#Skinsurance](#) (some of those are trademarked, by the way!!!) #quiztheking

Had I known Gillette was worth \$57Bn and had a 80% world-wide market share of shaving, ooh er! But we innovated #quiztheking

We launched first shaving oil (1993), first aloe shave gel (1996), first silicon oil (1998), XCD (2003), MagnaGel (2004) #quiztheking

So, we REPEATEDLY innovated in men's shaving, skincare & more. Still do, but obviously involved in razors, blades now #quiztheking

#quiztheking Did u manufacture before guaranteed retailer was on board? Should new enterprise just go 4 it with a physical product to show?

We've NEVER had sales secured before launching! We come up with a concept, formulate it - present it - and... [#quiztheking](#)

...and hopefully if the buyer of the store chain "gets it" (often they don't because it didn't exist) then we launch it! [#quiztheking](#)

We did a range called [#ProblemSolved](#) in 1997 for Tesco, which "solved problems" - all was done in concept, then sold in [#quiztheking](#)

Going up against the big guys, you have to ZAG (like we did with our shaving oils, alphasgels, azor) and then Innovate... [#quiztheking](#)

@KingofShaves #quiztheking Men's SPF products seem to be limited to sports sunscreens, why? What more do men want from UV protection?

We should have a couple of big launches in 2013 - but a lot of things take time to bring to market now. [#quiztheking](#)

Regarding SPF (Sun Protection Factor) in men's moisturisers - pretty much ALL we've launched have had an SPF in them [#quiztheking](#)

From our K-Series Moisturiser in 1996 (SPF 8) rising to SPF 24 to our latest SuperSkin Moisturiser with UVA/B Filters [#quiztheking](#)

Men are outside a lot - they play sports, work often outside - but ideal to put the 'skincare' bit into 'shaving' [#quiztheking](#)

Returning to SPF though - clearly skin cancer is a recurring theme as we age - and i've seen what sun damaged skin looks like [#quiztheking](#)

So, I think as long as the application/feel of the SPF moisturiser is good, then skin defenders should have them [#quiztheking](#)

will men use more 'slap' - or moisturiser - cremes, stuff like that. Well, I guess dove + men hope they will - but i'm not sure [#quiztheking](#)

Men, are way more 'functional' with their 'appearance/hygiene/skincare' than women. Keep it simple, they may use! [#quiztheking](#)

What men will get into is a 'Defender' style product that 'Enhances' their 'pullability' without compromising their 'manliness' [#quiztheking](#)

@KingofShaves do u think the trend observed in korea about manicured men and mascaras for men will spread elsewhere in the globe

[@asterix1207](#) Caring for nails for sure is a growth area for men! I get mine done when I have my haircut, best s Paul Mole NYC [#quiztheking](#)

Nailcare, for sure - is a nice market - a cuticle one for growth - you might say! King of Nails, anyone? mmmm [#quiztheking](#)

How has social media contributed to the growth of your business? -@KingofShaves #quiztheking

Ooooh, my fave subject. Social Media & Marketign aka [#socmed](#) [#smarketing](#) & [#worldofmouse](#) [#quiztheking](#)

Social media is HUGE to get men transforming the way they do stuff!! Just look at the buzz around [@DollarShaveClub](#) for example [#quiztheking](#)

Making buying razors an interesting and clubby experience. Social media was huge for DSC, and will be for [@KingofShavesSUB](#) [#quiztheking](#)

It's all about the [#DigitalDialogue](#) with men now (esp on men's grooming) rather than [#BrandBroadcast](#) to communicate stuff [#quiztheking](#)

And responding to their questions re men's grooming (eurrgh) stuff and more [#quiztheking](#)

If you're not on [#fb](#) [#twitter](#) [#pinterest](#) [#youtube](#) and all that goes with it (all FREE remember) others will be [#quiztheking](#)

@KingofShaves Think a packaging with "technology appearance" like a special switch to open the bottle is interesting for men? #quiztheking

[@MarkusSierigk](#) The [#packmagic](#) is relevant for men, but not to a huge extent. A simple tube does it for me! [#quiztheking](#)

[#quiztheking](#) Thanks @KingofShaves Look forward to your free presentation at in-cosmetics on 17 April 2012 <http://bit.ly/Hr3umz>

Register for in-cosmetics for free show entry before 16 April (saving 45 euros) <http://bit.ly/zVQB1h> [#quiztheking](#)

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