



PRODUCT CATEGORY REPORT

SHAVING

Category Overview

Shaving is one of the most basic personal grooming tasks. It's a part of both men's and women's regimes, leaving us with a perpetual need for shaving creams and razors. In 2014, the shaving lotion/men's fragrances segment generated retail sales of approximately \$791 million. Average annual expenditure on shaving needs per household averages at about \$18.

75% of men shave every day whereas women shave about 12 times a month. We tapped into the Indix Product API and explored the data for shaving creams/lotions/soaps/gels*, aftershaves, and razors.

Shaving Category Highlights

We looked at the top 50 brands for shaving creams and aftershave and the top four brands for razors and blades. You'll find them detailed in the pages of this report. Below are a few of the highlights.

- Art of Shaving and Gillette are the leading shaving cream brands.
- Shaving cream brands are evenly distributed across department store and drugstore segments.
- Dana Canoe and Aramis are leading aftershave brands.
- Department store brand aftershaves are almost three times more expensive than drugstore brands.
- Shaving creams are cheaper than aftershaves.
- Disposable razors are more popular among women.
- Gillette imposes a Pink Tax on disposable razors.

All datasets were pulled from the Indix Product API in April 2016 and include only “in stock” products. The sample comprised more than 13,000 products across 25 online stores. Quantitative data processing techniques including outlier tests, data standardization, classification models, and distribution models (frequency and density histograms, box plots) were used for the statistical analysis.

* Note: shaving creams/lotions/soaps will be referred to as simply “shaving creams” from this point on.

SHAVING CREAMS

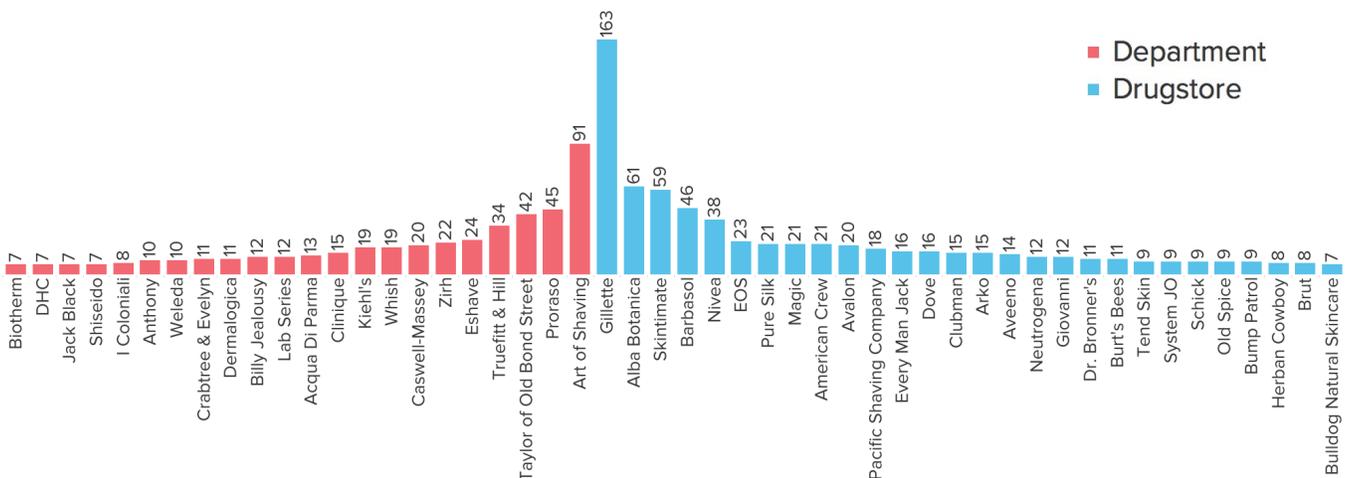
Shaving creams/lotions/soaps are used to prepare the skin for hair removal. It's the first step required before using a razor.

Brands were classified into drugstore and department store brands.

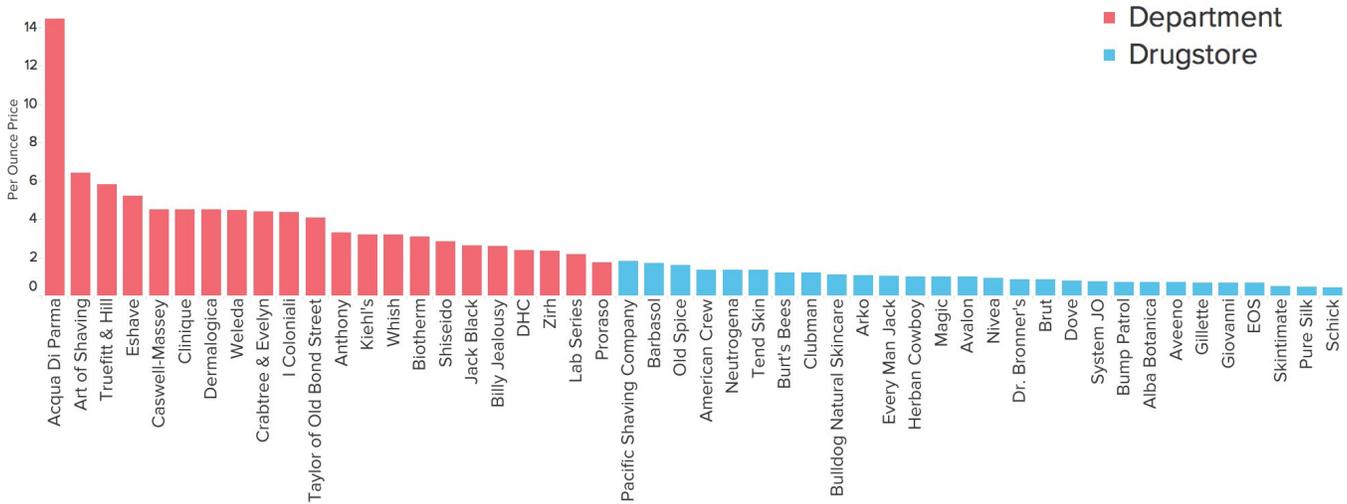
Total 50 Shaving Cream Brands (Fig. 1.1)



Shaving Cream Count by Channel Segment (Fig. 1.2)



Shaving Cream Price per Ounce (Fig. 1.3)



The Cream of the Shaving Creams

Fig. 1.3 shows the broad variation in per ounce pricing. However, one brand stands head and shoulder above the others in terms of price. Acqua Di Parma is an Italian lifestyle company and their Barbiere Shave Cream Jar (pictured below) costs \$76.00 for 4.4oz at Neiman Marcus. A few things to note:

- All 13 Acqua Di Parma products don't cost \$14.4 per ounce.
- Per ounce price increases as package weight decreases.



Highlights

- Art of Shaving and Gillette are leading department store and drugstore brands respectively (Fig. 1.1).
- Brands are evenly distributed across drugstore and department store segments (Fig. 1.2).
- Gillette has almost three times the number of products as second-place drugstore brand Alba Botanica (Fig. 1.2).
- Art of Shaving has two times the number of products as second-place department store brand Proraso (Fig. 1.2).
- On average, department store brands cost five times as much as drugstore brands (Fig. 1.3).
- The distribution of average price per ounce is pretty even across both segments, except for Acqua Di Parma (Fig. 1.3). See left section.

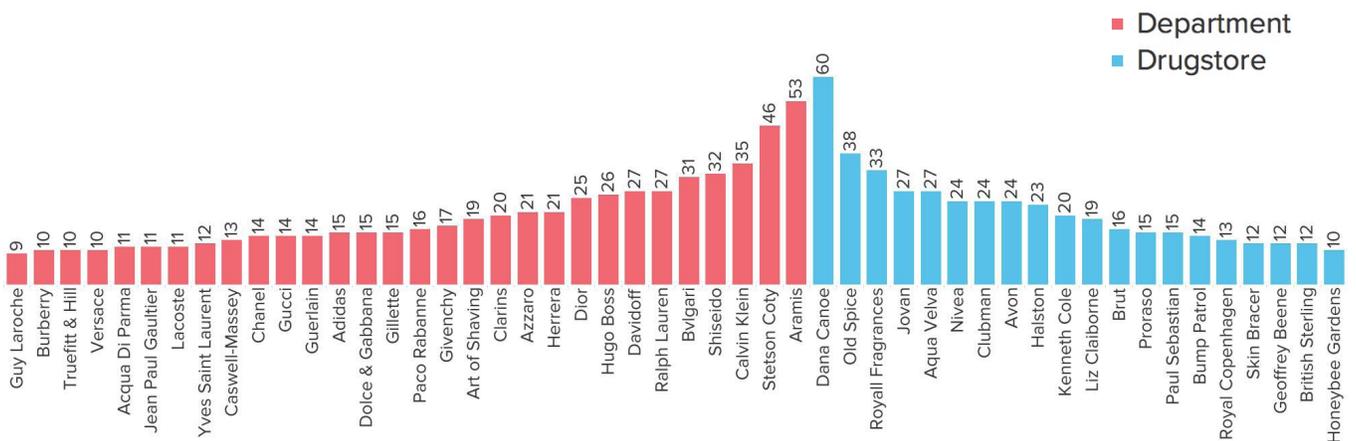
AFTERSHAVES

Aftershave is usually a scented astringent liquid used by men after shaving. According to a 2015 survey, Old Spice, a brand which many consider to be the essence of American ruggedness, is used in 4.8% of households.

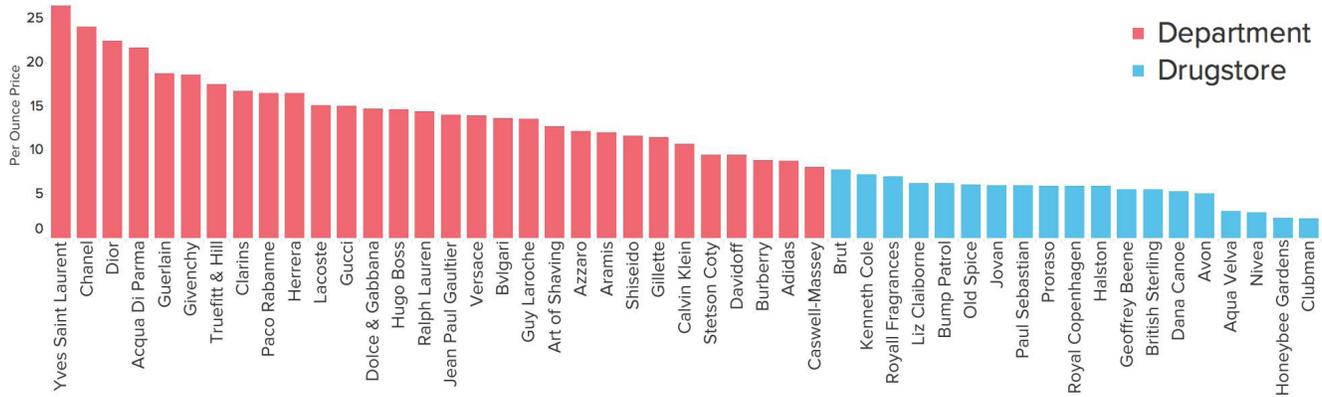
Top 50 Aftershave Brands (Fig. 2.1)



Top 50 Aftershave Brands by Channel Segment (Fig. 2.2)



Aftershave Price Per Ounce by Channel Segment (Fig. 2.3)

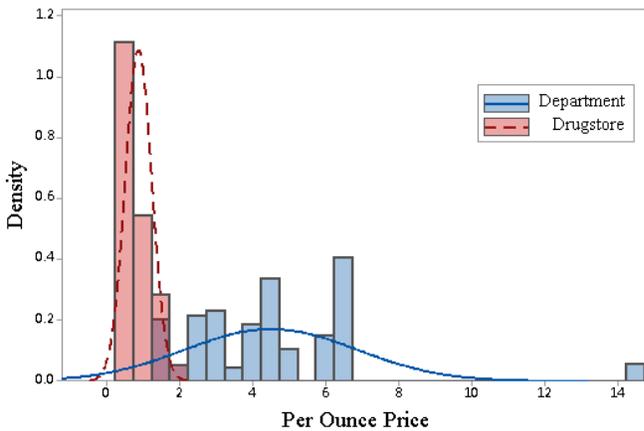


Highlights

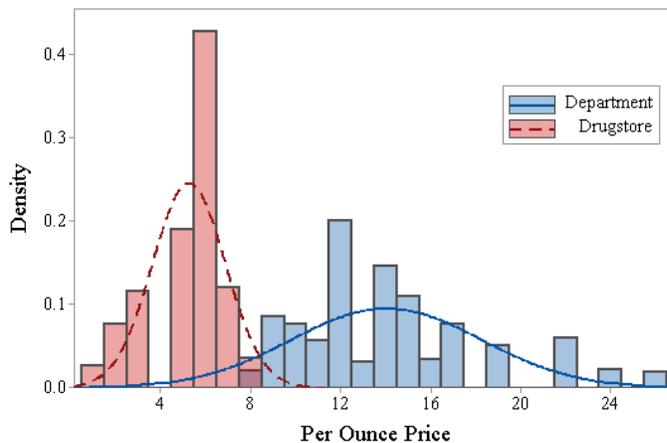
- Top two leading brands across both segments, Dana Canoe (60) and Aramis (53), have comparable product count (Fig. 2.2).
- Top five leading brands by product count:
 1. Dana Canoe (60)
 2. Aramis (53)
 3. Stetson Coty (46)
 4. Old Spice (38)
 5. Calvin Klein (35)
- Old Spice carries almost half the products as leading drugstore brand Dana Canoe (Fig. 2.1).
- Department store brands are almost three times as expensive as drugstore brands (Fig. 2.3)
- Fancy department store brands like Yves Saint Laurent, Chanel, Dior, Acqua Di Parma, Givenchy, and Guerlain, all cost more than \$18 per ounce (Fig. 2.3).
- Yves Saint Laurent is more than three times as costly as Caswell-Massey, the cheapest department store brand.
- Per ounce prices of most expensive drugstore brand (Brut) and least expensive department store brand (Caswell-Massey) are comparable.

PRICE DISTRIBUTION ANALYSIS

Shaving Cream Price Distribution (Fig. 2.4)



Aftershave Price Distribution (Fig. 2.5)



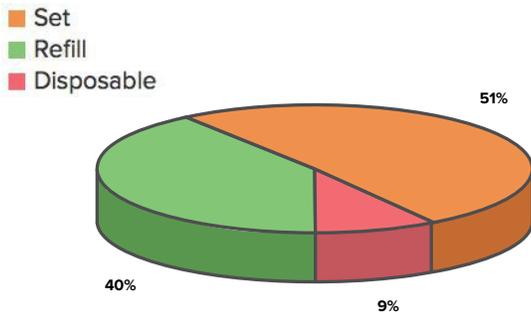
Highlights

- Overall, shaving creams are cheaper than aftershaves (Fig. 2.4).
- Barring few outliers, shaving creams cost less than \$8 per ounce (Fig. 2.4).
- The range of aftershave prices stretches to more than \$24 per ounce (Fig. 2.5).
- The average per ounce pricing of shaving products is closer to the mean than it is for aftershaves (Fig. 2.4).
- There are more aftershaves in the \$8-\$25 per ounce price range than in the \$0-\$8 range (Fig. 2.5).

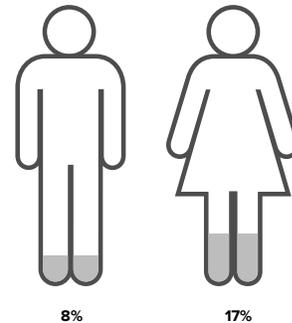
RAZORS & BLADES

We found over 200 brands carrying men’s razors while a paltry 50 brands target women. Research says that there is no significant difference between men’s and women’s razors. Yet, there is an aspect of gendered pricing. We selected four leading brands for the scope of our report: Gillette, Schick, BIC, and Personna.

Razor Types by Product Count (Fig. 3.1)

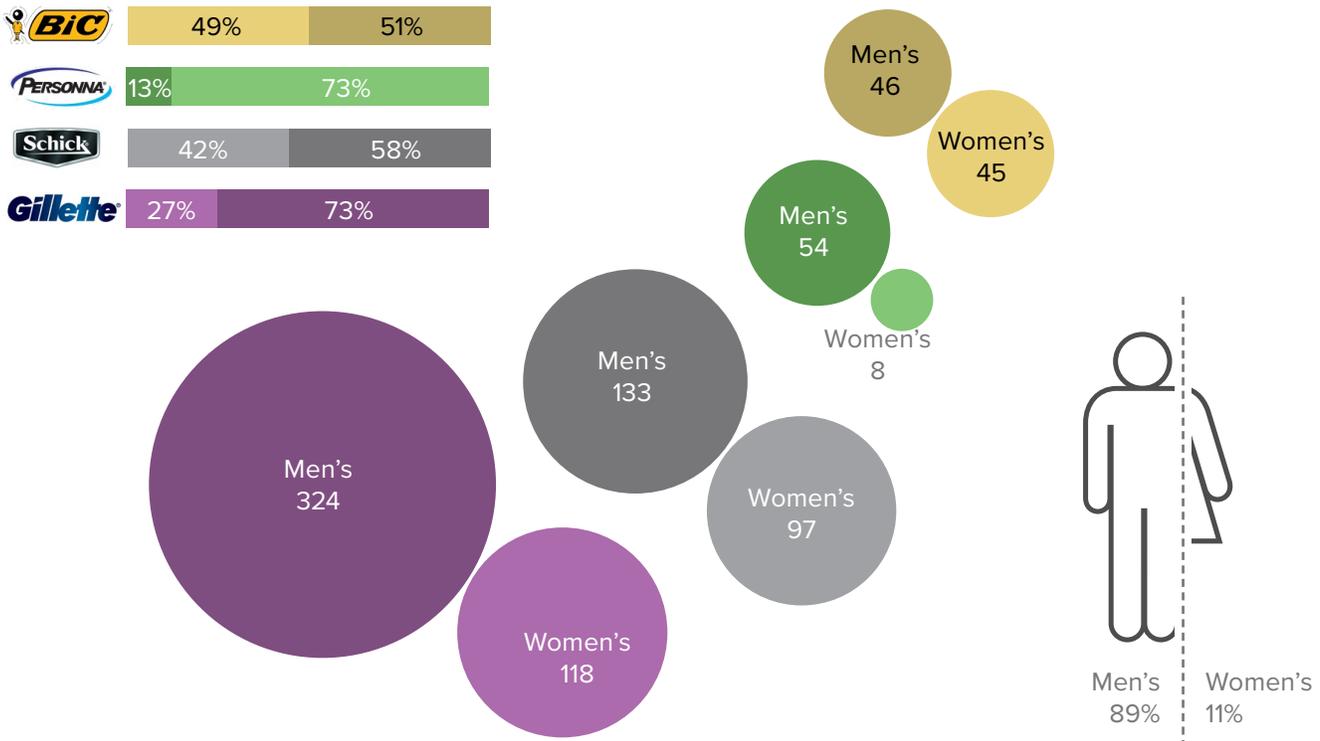


Disposable Razor Mix by Gender (Fig. 3.2)

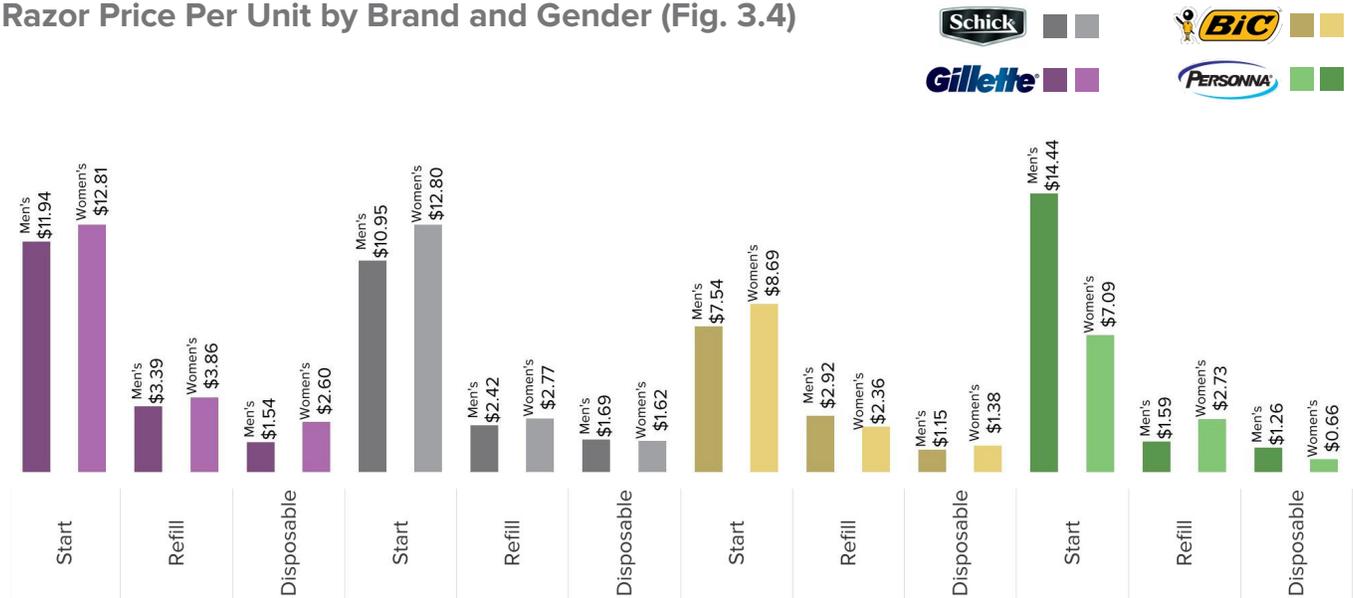


Note on razor types: Razor sets are typically composed of one razor handle and a cartridges with multiple blades. Refills contain multiple blades for use with specific razor handles. Disposable razors can’t be refilled and come as a single blade and razor unit.

Top Four Brands Razor Count and Percentage by Gender (Fig. 3.3)



Razor Price Per Unit by Brand and Gender (Fig. 3.4)



Pricing & Promotion Insights

- Only 11% of razors are targeted at women (Fig. 3.3).
- Disposable razors comprise 17% of the women's product mix as opposed to 8% for men. It is possible that disposable razors are more popular among women (Fig. 3.2).
- Both Gillette and Personna carry more men's products than women's. It's logical since women shave less frequently than men (Fig. 3.3).
- BIC and Schick show a more even distribution of men's and women's products (Fig. 3.3).
- Personna is the only brand which prices its men's razor sets higher than women's razor sets per unit (Fig. 3.4).
- Except BIC, all other brands price women's refill blades higher than men's per unit (Fig. 3.4).
- Gillette women's disposable razors are almost two times as expensive as men's (Fig. 3.4). Pink Tax anyone?
- Unit prices of BIC and Schick disposable razors are almost equal for both genders (Fig. 3.4).

CONCLUSION

When it comes to personal grooming and hygiene, shaving is an important ritual for both men and women. As such, it's a competitive segment. Here is a summary of our findings:

- Traditionally recognized as a rugged and manly brand, Old Spice is the fourth among leading aftershave brands.
- In shaving creams, Gillette leads the drugstore brands while Art of Shaving leads among department store brands.
- Aftershaves are a lot more expensive than shaving creams.
- In general, shaving creams cost less than \$8 per ounce while aftershaves cost as much as \$24.
- BIC doesn't impose heavily skewed gendered pricing on razors.
- The number of disposable razors for women on the market is more than double that for men.
- Gillette imposes a Pink Tax on disposable razors.

About Indix

Indix is building the world's first Product Information Marketplace – the single largest source of structured product information. Using the web and partner sites, we collect dynamic product data such as price, promotion, availability, and seller information in addition to normalized catalog data like product identifiers and attributes. Through data science and machine learning, we cleanse and structure the data to make it readily available to businesses.

Using Indix Data-as-a-Service, businesses and developers use the power of product information to make better decisions, drive innovation, and create new models of commerce.

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