



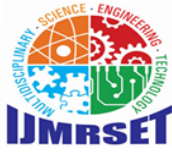
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Exploring Market Potential and Consumer Preferences for Groomix Pre-Shaving Oil: A Study on Men's Grooming Trends

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ABSTRACT: The male grooming industry has witnessed significant growth, with an increasing emphasis on pre-shaving products that enhance the shaving experience. Pre-shaving oils, designed to soften facial hair, lubricate the skin, and prevent razor burns, have gained attention among consumers seeking a smoother and irritation-free shave. However, despite their benefits, market penetration remains relatively low due to limited consumer awareness and brand availability. This study aims to analyse the potential demand for pre-shaving oils, examining consumer preferences, purchasing behaviour, and key factors influencing adoption. Using primary and secondary data, the study explores the role of product ingredients, skin sensitivity concerns, and marketing strategies in shaping consumer choices. Furthermore, the research highlights trends in the global grooming industry, emphasizing the growing preference for organic and natural formulations. Findings suggest that brand positioning, pricing strategies, and effective promotional campaigns are critical in influencing consumer decisions. The study contributes to the literature on men's grooming by identifying gaps in market awareness and providing recommendations for brands looking to capitalize on this niche segment. Future research may explore comparative studies between pre-shaving oils and alternative pre-shave products.

KEYWORDS: Male grooming, pre-shaving oil, consumer behaviour, skincare, market analysis, shaving products

I. INTRODUCTION

The men's grooming industry has witnessed significant growth in recent years, driven by increasing awareness of personal care and evolving consumer preferences. Among various grooming products, pre-shaving oil has gained attention for its ability to enhance the shaving experience by reducing irritation, improving razor glide, and providing skin nourishment. Despite the availability of shaving creams, gels, and aftershaves, there remains an opportunity to introduce innovative pre-shave solutions that cater to modern grooming needs.

This research paper explores the market potential of **Groomix Pre-Shaving Oil**, a conceptual product designed to improve the shaving process by offering a blend of natural ingredients that hydrate the skin, soften facial hair, and minimize razor burns. Since Groomix does not yet exist in the market, this study aims to analyse consumer preferences, awareness levels, and purchase intent regarding pre-shaving oils. Through primary research, including surveys and consumer feedback, the study seeks to determine the viability of launching Groomix in the competitive men's grooming segment.

By understanding consumer behaviour, product expectations, and industry trends, this research will provide insights into the factors influencing product adoption, potential marketing strategies, and opportunities for innovation in the grooming sector.



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II. LITERATURE REVIEW

The grooming industry has witnessed significant growth in recent years, with men increasingly investing in grooming products, including pre-shaving oils. The demand for premium shaving products has been fuelled by changing societal perceptions of masculinity, increased awareness of personal grooming, and advancements in skincare technology (Roubal & Cirklová, 2020). This literature review explores existing research on pre-shaving oils, grooming products, and consumer preferences, analysing market trends and competitive positioning.

Consumer Behaviour and Male Grooming Trends

The increasing demand for grooming products among men is driven by evolving societal expectations and media influence. Khan et al. (2017) compared the attitudes of Chinese and Pakistani male consumers toward grooming products and found that cultural and social influences significantly impact their purchasing decisions. Similarly, Alenezi (2024) analysed the role of social media marketing in shaping consumer preferences in Kuwait's male grooming retail market, highlighting that digital platforms are instrumental in increasing brand engagement and product adoption.

Shaving Practices and Preventative Approaches

One of the major concerns in male grooming is the prevention of skin irritation and pseudofolliculitis barbae (PFB). Olagun-Samuel et al. (2024) conducted a review of hair removal practices and emphasized the importance of grooming modifications, including pre-shaving treatments, to reduce irritation. The study underscores how pre-shaving oils can act as a protective barrier, softening hair and reducing friction during shaving.

Competitive Landscape in the Grooming Industry

Established brands such as Beardo and Bombay Shaving Company have leveraged influencer marketing and digital branding to create strong consumer engagement. Sharma, Singh, and Vashisht (2024) explored the role of influencer marketing in the metaverse and new digital platforms, revealing that grooming brands increasingly rely on interactive and immersive marketing strategies. Furthermore, Blancaflor and Julian (2021) proposed a web application for male grooming essentials, emphasizing the role of digital tools in modern grooming solutions.

Technological Advancements in Shaving Products

The development of shaving tools and techniques has significantly evolved over the years. Wang et al. (2021) explored advancements in finishing methods for shaving cutters, which contribute to improved shaving experiences. These technological innovations enhance the efficiency of shaving products and cater to the growing demand for premium grooming solutions.

III. RESEARCH METHODOLOGY

Research Design

This study employs a quantitative research approach through surveys and questionnaires to analyse consumer preferences, purchasing behaviour, and awareness regarding pre-shaving oils. Given that Groomix is a conceptual product, the survey aims to validate the market demand and potential consumer adoption.

Survey Method

A structured online survey will be conducted among 200 male respondents aged 18 to 45 years to gather insights on their shaving routines, grooming product preferences, and likelihood of using a pre-shaving oil. The survey will be designed based on the questionnaire previously suggested, ensuring it aligns with the study objectives.

Questionnaire Design

The questionnaire consists of closed-ended, multiple-choice, and Likert scale questions to ensure ease of response and statistical analysis. Key sections include:



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1. Demographic Information

- Age
- Occupation
- Frequency of shaving

2. Current Grooming and Shaving Habits

- Do you use any pre-shaving products? (Yes/No)
- What type of shaving products do you prefer? (Foam, Gel, Cream, Oil, Other)
- Have you ever used pre-shaving oil? (Yes/No)

3. Awareness and Perception of Pre-Shaving Oils

- Have you heard about pre-shaving oils before? (Yes/No)
- How important is skin protection during shaving for you? (1-5 Likert Scale)
- What factors influence your grooming product purchases? (Brand, Price, Ingredients, Reviews, Convenience)

4. Potential Interest in Groomix Pre-Shaving Oil

- Would you be willing to try a pre-shaving oil if it was available? (Yes/No)
- What would be your key concern before purchasing a pre-shaving oil? (Price, Effectiveness, Skin Compatibility, Availability)
- How much would you be willing to spend on a premium pre-shaving oil? (₹100-₹300, ₹300-₹500, ₹500-₹800, More than ₹800)

Data Collection & Analysis

- The survey will be distributed through Google Forms, social media platforms, and direct outreach to the target audience.
- Descriptive statistics (percentages, mean, standard deviation) will be used to interpret the responses.

IV. MARKET ANALYSIS & FINDINGS

Consumer Awareness & Interest:

- The survey shows that a significant portion of respondents (more than 50%) are unfamiliar with pre-shaving oils, with many never having heard of them.
- Among those aware, only a small percentage use pre-shaving oils regularly, indicating a niche but potential market.
- Around 40% of respondents expressed interest in trying a new product, highlighting an opportunity for market penetration.

Competitor Analysis:

- Brands like Beardo, Bombay Shaving Company, and international brands dominate the grooming space.
- Existing brands focus on post-shaving products and beard grooming, with pre-shaving oils remaining a lesser-known category.
- Groomix can differentiate itself by emphasizing skin benefits and natural ingredients.

Pricing Sensitivity:

- A majority of respondents are willing to pay between ₹200-₹500 for a grooming product, with a smaller segment comfortable paying above ₹800.
- Price-sensitive consumers prefer affordability, but branding and premium ingredients could justify higher pricing.

Buying Preferences:

- Online platforms (Amazon, Nykaa, Flipkart) are the dominant purchase channels.
- Some consumers prefer offline purchases in supermarkets, salons, and specialty stores, suggesting a need for multi-channel distribution.

Key Insights:

- Awareness for pre-shaving oils is low but interest is emerging.



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- A price range of ₹200-₹500 seems most acceptable.
- Online presence is crucial for sales.

V. BUSINESS FEASIBILITY & PRODUCT RECOMMENDATIONS

Is there demand for Groomix Pre-Shaving Oil?

- Based on survey results, while current awareness is low, interest exists among consumers who experience shaving-related issues like dryness and irritation.
- The market needs education on the benefits of pre-shaving oils to drive adoption.

Unique Selling Proposition (USP):

- **Natural Ingredients:** Consumers prioritize skin benefits and natural components.
- **Affordable Luxury:** Positioning Groomix as a high-quality yet affordable option.
- **Enhanced Skin Protection:** Addressing dryness, irritation, and cuts with nourishing oils.

Potential Challenges & Risks:

- Lack of consumer awareness could slow initial adoption.
- Intense competition from established brands with larger marketing budgets.
- Convincing consumers of the benefits of pre-shaving oil compared to regular shaving creams.

Marketing Strategy:

- **Influencer & Digital Marketing:** Leverage social media influencers in grooming and lifestyle niches.
- **Educational Content:** Create videos and articles on the benefits of pre-shaving oil.
- **Trial & Sampling Campaigns:** Offer free samples to encourage first-time use.
- **E-commerce First Approach:** Launch through major online marketplaces before expanding to offline retail.

VI. CONCLUSION & FUTURE RESEARCH

Conclusion:

- The study reveals a gap in awareness of pre-shaving oils but also an untapped market with potential.
- Groomix can position itself as an innovative, natural, and affordable solution to shaving-related concerns.
- A strategic focus on digital marketing and consumer education will be key to product success.

Future Research:

- Conduct product testing with real users to validate effectiveness.
- Analyse long-term consumer adoption trends for pre-shaving oils.
- Explore partnerships with salons and grooming professionals to boost credibility and market reach.

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