

AUSTRALIA'S METRO MEN

MAKE UP, MANICURES AND MORE

- 1 in 5 men spend money on make up, manicures and pedicures
- Australian males spend an average of \$125 per month on their appearance
- Vanity spending is on the rise with the average Australian spending \$1,754 a year on appearance, up 49% from last year.

Tuesday 19 September, 2017: Australians are keeping up with appearances; dropping an astounding \$32.9 billion a year on looking good, according to new research by financial comparison site Mozo.com.au.

While vanity spending is dominated by the females of Australia, men are upping the ante and dropping an average of \$125 a month on appearance related expenses – not far behind the \$167 per month that women are spending.

Mozo's 2017 lifestyle habits survey found that 1 in 5 Australian men are now purchasing and using make-up. Major retailers like ASOS are marketing male cosmetics and brands such as Clinique and SK-II are now selling male specific skincare products, highlighting that men's make-up and self-care is here to stay.

"We're seeing a growing trend of men wearing make-up. Whether it's concealing dark circles under the eyes or hiding a blemish, men want to look good and put their best face forward. With the rise of selfies and constant social media updates, it's not just women who are feeling pressure to look good," says Mozo Director, Kirsty Lamont.

"Male grooming used to be limited to a shave, a new haircut and a spiffy suit but the standards of beauty are being redefined. One in five Australian men are now getting manicures and pedicures and they're not afraid to drop cash on other luxuries like hair colouring, skin care treatments and hair removal."

The most popular vanity costs for men are vitamins and supplements, men's grooming and gym memberships. In comparison, the top three costs for women are hair colouring, skin care products and vitamins and supplements. Make-up saw the biggest increase across the board, jumping by 53% in expenditure.

"As a nation, it's safe to say we're more invested in our appearance than ever before. With Australian vanity spending up 49% on 2016, we're not shying away from gyms, hairdressers and make-up counters. The results are surprising given the increase in cost of living and the financial strain that many Australian households are under," says Lamont.

"Over the past five years¹ household expenses have skyrocketed - property rates have risen by 32%, gas, an ongoing household concern for many Australians is up by 30%, and even fruit and vegetables costs us 16% more. While looking and feeling

¹ ABS Living Cost Indexes, Jun 2017;
<http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/6467.0Main+Features1Jun%202017?OpenDocument>

good is paramount, be sure to check your budget to avoid financial pressure or potential debt.”

The financial comparison site says ACT are the vainest with a per capita spend of \$2779 annually, compared with the average Tasmanian who spends just \$1240 per year on their appearance.

Young people are significantly more likely to spend money on their appearance than older Australians with the 25-34 age bracket shelling out the highest amount of money on their appearance. Those in the 65 years+ spent less than half the amount their younger counterparts did.

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Research information: Nationally representative survey of 1005 Australians aged 18 years and above conducted by Pureprofile between 6 and 12 June 2016. Total spend is based on most recent ABS population data for Australian adults.

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