



The Grooming Shift in Modern Masculinity

A Brand Guide to Engaging Young Multicultural Men through Skincare and Fragrances

April 2025



Men's personal care spending is at an all-time high—and still rising

The global men's personal care market is valued at over

\$90 billion

and expected to reach
\$115 billion in the next 3 years.



Sources: [Statista](#)

Grooming and skincare routines are becoming a core part of modern masculinity

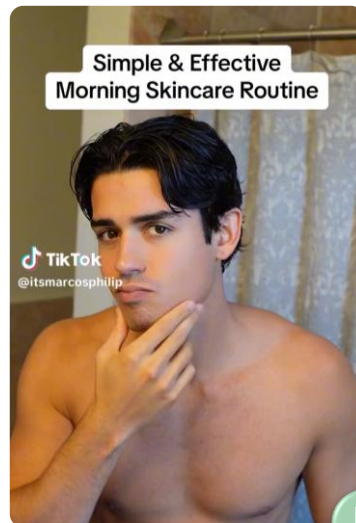
The rise of terms like **aura**, **rizz**, and **looksmaxxing** is one way Young Men are redefining modern masculinity—where grooming and skincare are central to self-improvement, personal expression, and social credibility.

- 🌟 **Aura** = the way someone carries themselves—their energy, style, and the impression they leave.
- 😊 **Rizz** = the ability to attract with confidence and charisma. It's shaped heavily by appearance and self-presentation.
- 🔧 **Looksmaxxing** = the most physical of the three—centered on optimizing appearance through skincare, grooming, fitness, and fashion.

68% ↑ 26pp

of Gen Z Men use facial skincare. ¹
Compared to 52% of Total Men

TikTokers use **#looksmaxxing** to share skincare tips that help Young Men boost their appearance. ³



Sources: ¹ [Mintel, 2024](#); ² [Hockerty](#), ³ [@itsmarcosphilip](#) & [@donxstarke](#) on TikTok

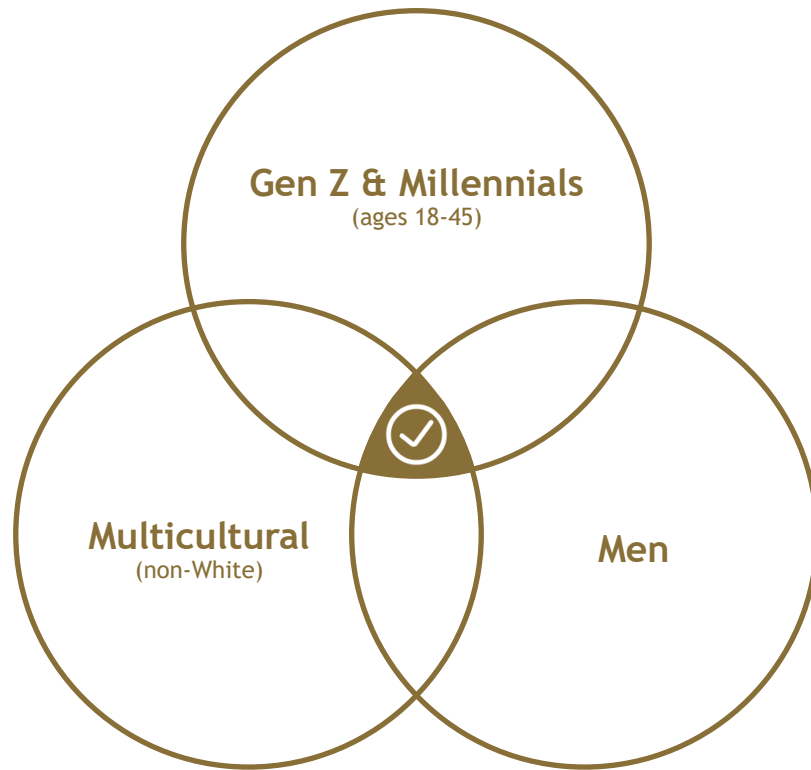
² [Hockerty](#), ³ [@itsmarcosphilip](#) & [@donxstarke](#) on TikTok

Discover what's shaping Young Multicultural Men's personal care choices

This report focuses on Gen Z & Millennial Multicultural Men



Young Multicultural Men are fueling the next growth wave in personal care with their **experimental mindset, digital fluency, and evolving approach to self-care.**



Source: Collage 2025

The Big Picture

Young Multicultural Men are redefining masculinity by making grooming, skincare, and fragrance essential to their confidence and identity



Hispanic Men are tech-savvy and image-driven, using fragrances, skincare, and digital beauty tools to present a polished, respected look.

Black Men prioritize natural ingredients and use fragrance as a bold expression of identity, spirituality, and cultural pride.

Asian Men take a disciplined, skincare-focused approach, blending cultural beauty standards with thoughtful, value-driven shopping habits.

Group Traits shed light on Young Multicultural Men's growing passion for personal care

ASIAN | DISCERNING



Analytical consumers who value expert advice and careful planning

HISPANIC | TRAIL-BLAZING



Resilient and future-focused, they embrace change and lead with innovation.

BLACK | BELIEVING

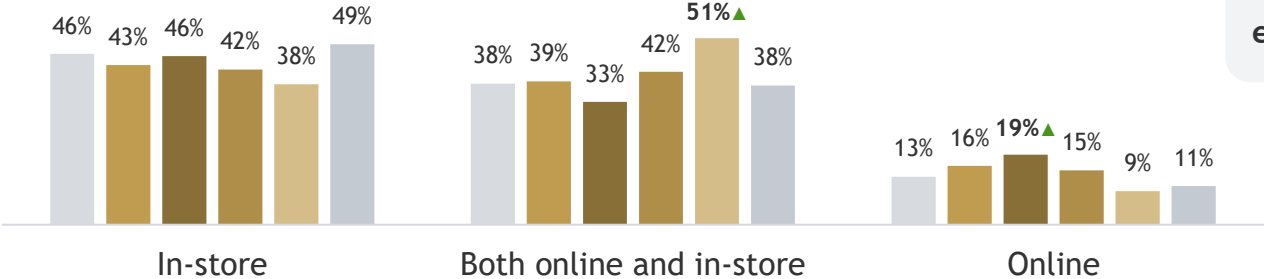


Embracing personal spirituality rooted in ancestry, healing, and activism.

Hybrid and online shopping for personal care is strongest among Asian and Hispanic Men respectively

How do you usually shop for personal care products (shampoo, conditioner, body lotion, soap/bodywash, facial cleanser, toothpaste, etc.)?

■ Total Men (18-45) ■ Multicultural ■ Hispanic ■ Black ■ Asian ■ White



From beauty apps to being more comfortable buying personal care products online, **Young Multicultural Men** are engaging digitally to explore and evaluate products.



Source: Collage Category Essentials Spring 2024 (18-45), weighted data
Single-select
▲ ▼ Significantly over/under Total Men. Confidence level 95%

Asian American Men often compare prices online to make smart, value-driven choices

This reflects the segment's Discerning Group Trait

*"I tend to carefully weigh my options and consider the consequences before making a choice."*²

45% ▲

of Young Asian American Men like to compare prices online when shopping for personal care.¹

Compared to 34% Total Men (18-45)

Analytical

82% ▲

Percent Diff.
from Non-Asian

+5pp

Rank Diff.
from Non-Asian

+7



Source: ¹ Collage Category Essentials Spring 2024 (18-45 respondents who shop for personal care products), weighted data; Multiselect option

▲ ▼ Significantly over/under Total Men. Confidence level 95%

² Collage Cultural Traits Survey, 2025 (18-79), weighted data, % agree, strongly agree

▲ ▼ Significantly over/under Non-Asian. Confidence level 95%



Young Hispanic Men lead in using beauty apps to virtually try on products

This is an extension of the segment's Trail-Blazing Group Trait

49% ▲

of Young Hispanic Men use beauty apps to try on makeup, skincare, or haircare products virtually. ¹

Compared to 38% Total Men (18-45)

Multicultural	Black	Asian	White
45% ▲	41%	38%	33%

Hispanic Americans are Digital Trail-Blazers

- Hispanics **drive engagement** on the most popular social media platforms.
- They embrace **new technologies to enhance** and **simplify** their lives.



Source: Collage Category Essentials Fall 2024 (18-45), weighted data, ¹% agree, ²Multiselect options
▲ ▼ Significantly over/under Total Men. Confidence level 95%

Hispanic Men promote mindful personal care shopping habits

Hispanics are Engaged and take meaningful action on the issues that matter to them

60% ▲

of **Young Multicultural Men** usually check personal care products to make sure they're cruelty-free before buying. ¹

Compared to 51% Total Men (18-45)

Hispanic	Black	Asian	White
66% ▲	58%	46%	44% ▼



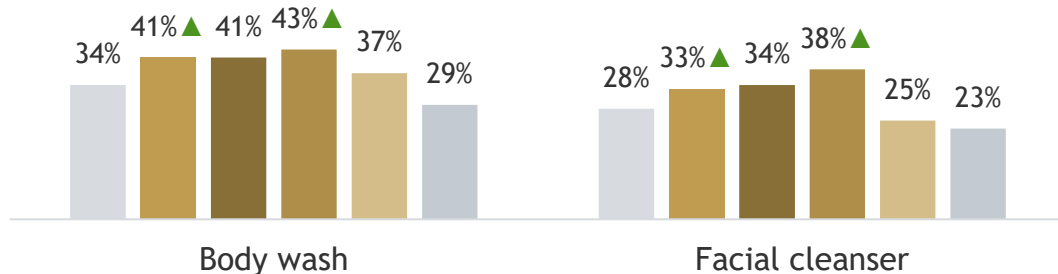
Source: ¹ Collage Category Essentials Spring 2024 (18-45), weighted data, % yes
² Collage Cultural Traits Survey, January 2024 (18-45), weighted data, Multiselect answer option
▲ ▼ Significantly over/under Total Men. Confidence level 95%

Black Men prioritize natural ingredients in their personal care products

Natural ingredients reflect ancestral healing practices core to the segment's Believing Group Trait

% of respondents who say natural ingredients are most important when choosing the following: ¹

■ Total Men (18-45) ■ Multicultural ■ Hispanic ■ Black ■ Asian ■ White



75%▲ of Black Men are spiritual. ²

Black communities have long embraced **natural, plant-based** ingredients like shea butter that are **rooted in spiritual traditions** and valued for their deep moisturizing and healing benefits. ³



Source: ¹ Collage Category Essentials Spring 2024 (18-45), weighted data; Multiselect answer options

² Collage Cultural Traits Survey, 2025 (18-46), weighted data, % agree, strongly agree

³ [Seriously Fab](#)

▲▼ Significantly over/under Total Men. Confidence level 95%





1

Fragrances

Scent = status. Young Multicultural Men wear fragrances that flex mood, fit the moment, and show off their swagger.

2

Skincare

From breakouts to glow-ups, Young Multicultural Men are skincare-savvy, using their routines to boost both appearance and confidence.

1

Fragrances

Scent is a key driver of personal care choices—especially for Young Hispanic and Black Men, who view fragrance as an extension of identity, self-expression, and respect.



Fragrance products are widely used by Young Multicultural Men

Hispanic Men especially see polished self-presentation, including smelling nice, as a path to respect

86% ▲

of Young Multicultural Men use fragrance products. ¹

Compared to 81% Total Men (18-45)

Hispanic	Black	Asian	White
89% ▲	84%	80%	78%



76% ▲ of Hispanic Men say it is important that other people respect them. ²

“For many [young men], the appeal of **designer fragrances** is in the air of maturity they confer upon their wearer. **Young people say the scents make them feel more [like an] adult.**” ³

—CALLIE HOLTERMANN
STYLE REPORTER, THE NEW YORK TIMES



Source: ¹ Collage Category Essentials Fall 2024 (18-45), weighted data, % yes

² Collage Cultural Traits Survey, 2025 (18-46), weighted data, % agree, strongly agree

³ [The New York Times](#)

▲ ▼ Significantly over/under Total Men. Confidence level 95%

Fragrance is the finishing touch—worn daily by the majority of Young Men

How often do you wear fragrance products (e.g., perfume, cologne, body spray, scented lotion)?

	Total Men (18-45)	Multicultural	Hispanic	Black	Asian	White
Every day	52%	53%	60%▲	49%	38%▼	50%
A few times a week	37%	35%	30%	40%	43%	39%
A few times a month	7%	7%	6%	7%	8%	6%
Only on special occasions	5%	5%	4%	4%	11%▲	4%



Source: Collage Category Essentials Fall 2024 (18-45 respondents who use fragrance products), weighted data
Single-select
▲▼ Significantly over/under Total Men. Confidence level 95%

Young Multicultural Men embrace a “fragrance wardrobe”: rotating scents to match mood, setting, or self-expression

The rise of fragrance influencers, TikTok creators, and online reviews has democratized scent culture

“Fragrance influencers popularized the idea of a *“fragrance wardrobe”* ...a rotating array of scents that young folks can mix and match to express themselves, day-to-day... they use [fragrances] to express their... individuality.” ¹

—JASMINE GLASHEEN
RETAIL INDUSTRY WRITER, THE ROBIN REPORT



Jatin Arora, aka @theCologneBoy, is an 18-year-old creator who shares daily videos with his 1.8M followers—unboxing luxury fragrances, demoing his favorite atomizers, and showing how to “maxx” your “aura” with scent. ²



Source: ¹ [The Robin Report](#); ² @thecologneboy on TikTok

Scent is a crucial purchase decision driver for over three-quarters of Multicultural Men, especially Hispanics

% of respondents who need to smell the following products before buying: ²

77%

of Young Multicultural Men say the **smell** of their personal care and beauty products is very important. ¹

Compared to 74% Total Men (18-45)

	Total Men (18-45)	Multicultural	Hispanic	Black	Asian	White
Body lotion	55%	62%▲	70%▲	57%	50%	50%
Hair oils	32%	39%▲	39%▲	46%▲	24%	26%
Hair spray	32%	38%▲	42%▲	35%	31%	26%



Source: Collage Category Essentials Fall 2024 (18-45), weighted data
¹ % agree, strongly agree; ² Single-select grid; Q: Which of the following products do you normally need to smell before you choose what to buy? This could involve smelling the product in-store or elsewhere.
▲ ▼ Significantly over/under Total Men. Confidence level 95%

Multicultural Men use fragrance as a powerful way to make a statement and as a form of self-expression

Black Men are driving this trend, reflecting the Black segment's Real Group Trait

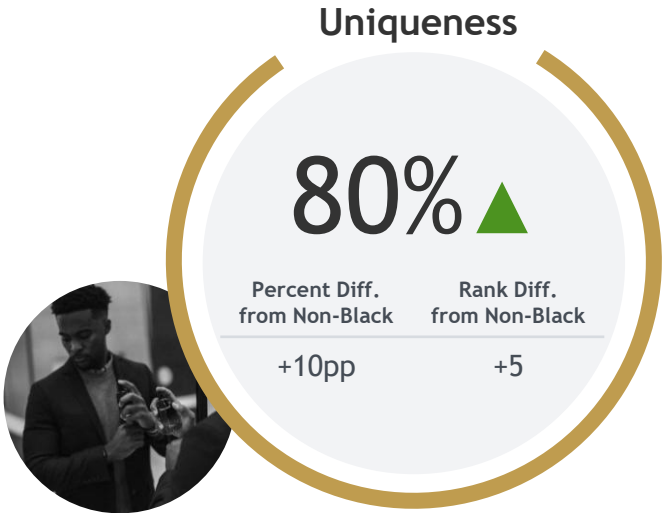
35%▲

of Young Multicultural Men wear fragrance products to stand out or make an impression. ¹

Compared to 29% Total Men (18-45)

Hispanic	Black	Asian	White
34%	38%▲	31%	23%

“I’m proud of the things that make me different from my peers.” ²



Source: ¹ Collage Category Essentials Fall 2024 (18-45 respondents who use fragrance products), weighted data, Multiselect answer option

▲▼ Significantly over/under Total Men. Confidence level 95%

² Collage Cultural Traits Survey, 2025 (18-79), weighted data, % agree, strongly agree

▲▼ Significantly over/under non-Black. Confidence level 95%

Elevate Young Multicultural Men with bold, luxurious scents that turn heads and set them apart

AXE

AXE's "The Haters Upset: AXE vs Tom Ford" campaign connects with Young Multicultural Men by going head-to-head with a luxury label in a blind scent test featuring pro basketball players. It flips expectations to show that premium scent doesn't need a designer label.

For this audience—especially Black and Hispanic guys—fragrance is about **respect**, **presence**, and **self-expression**. AXE nails **Relevance** by keeping it fun and showing that scents can be both powerful and accessible.



The unscripted nature of the video connects with Gen Z, who are quick to reject brands that come across as insincere.



Source: [AXE](#) on YouTube

Key Takeaways & Action Steps

KNOW THIS

For **Multicultural Men**, fragrance is deeply tied to identity, respect, and polished presentation—driving a strong preference for designer scents.

Multicultural Men collect and rotate their fragrances to match the mood, setting, or vibe, with **Black Men** especially using scent as a bold form of individual self-expression and cultural pride.

Sampling matters—**Hispanic Men** especially place high importance on being able to smell personal care products before buying.

DO THIS

- **Develop campaigns** that highlight daily fragrance use as key to polished self-presentation while showing that premium scent and strong identity don't always require a luxury label.
- **Showcase how fragrances can reflect individuality, mood, and style.** Lean into storytelling that resonates with Black Men's Real Group Trait—celebrating confidence, uniqueness, and authenticity.
- **Design engaging in-store experiences**, such as scent-testing stations, to cater to Hispanic Men's desire to explore and evaluate fragrances firsthand.

2

Skincare

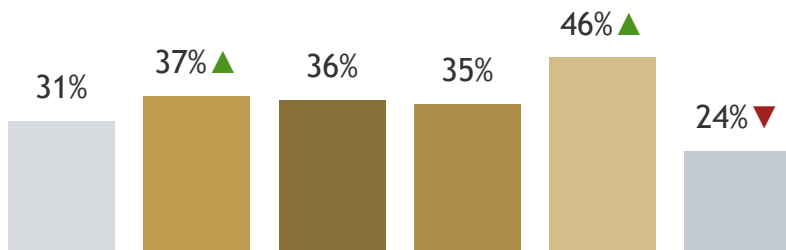
From breakouts to glow-ups, Younger Men are getting skincare-savvy. Asian American Men lead the way while Hispanics dive in with optimism—looking to boost both looks and confidence.



Asian Men drive Multicultural Men's frequent use of skincare products

% of respondents who use skincare products frequently ¹

■ Total Men (18-45) ■ Multicultural ■ Hispanic ■ Black ■ Asian ■ White



80%▲ of Multicultural Men prioritize things that make them feel better. ²



Source: ¹ Collage Category Essentials Spring 2024 (18-45 respondents who shop for personal care products), weighted data, Multiselect answer option

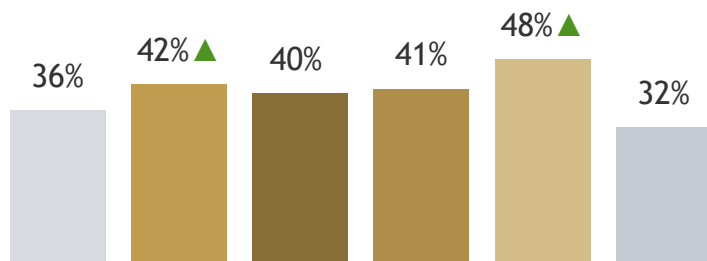
² Collage Cultural Traits Survey, January 2025 (18-45), weighted data, % agree, strongly agree

▲ ▼ Significantly over/under Total Men. Confidence level 95%

Facial moisturizer is a very important part of Asian Men's skincare routines

*"Face moisturizer is important/very important in my skincare routine."*¹

■ Total Men (18-45) ■ Multicultural ■ Hispanic ■ Black ■ Asian* ■ White



In East Asian cultures, skincare is rooted in self-care and respect.

K-beauty's gentle, multi-step routines aimed at getting healthy, radiant skin resonate with Young Multicultural Men.²



Source: ¹ Collage Category Essentials Fall 2024 (18-45), weighted data; % important, very important; *Small sample size (between 31 and 60). Data should only be used directionally.

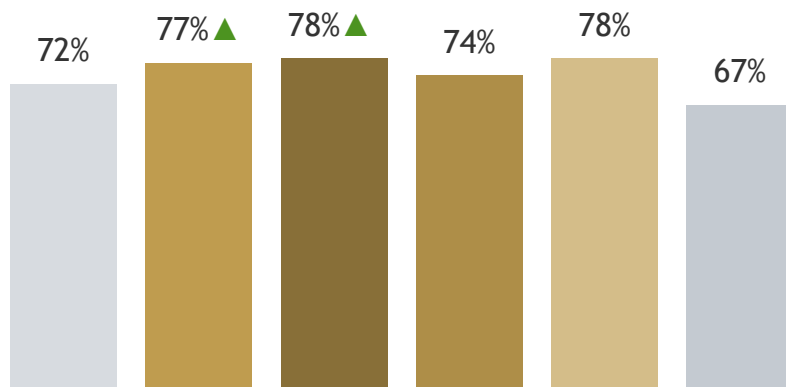
▲ ▼ Significantly over/under Total Men. Confidence level 95%

² [Beauty by Bie](#); @jjustinchung on TikTok

Young Multicultural Men believe in the power of skincare products to solve their skin concerns

"I believe facial skincare products can actually resolve my skin concerns." ¹

■ Total Men (18-45) ■ Multicultural ■ Hispanic ■ Black ■ Asian ■ White



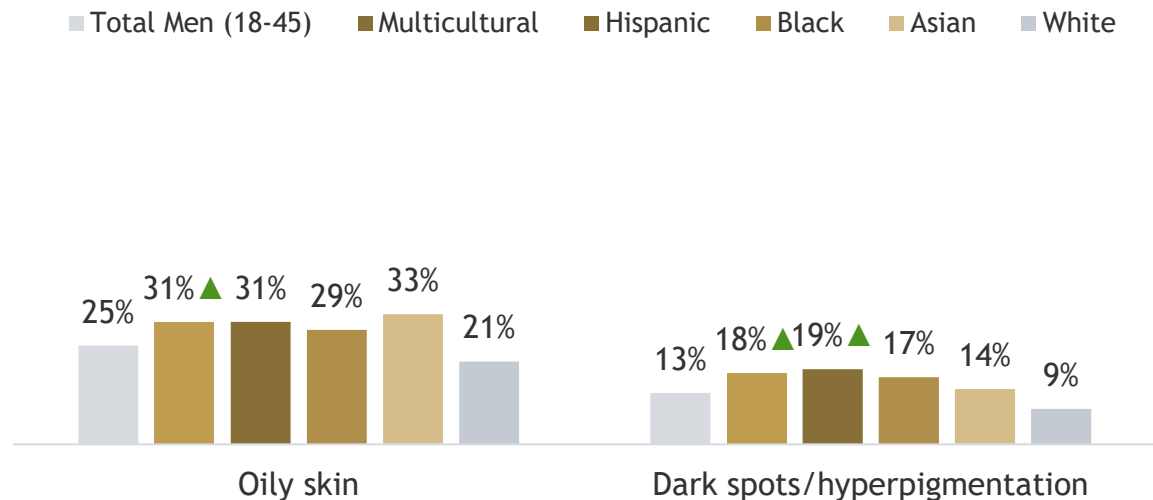
83%▲ of Hispanic Men are optimistic. ²



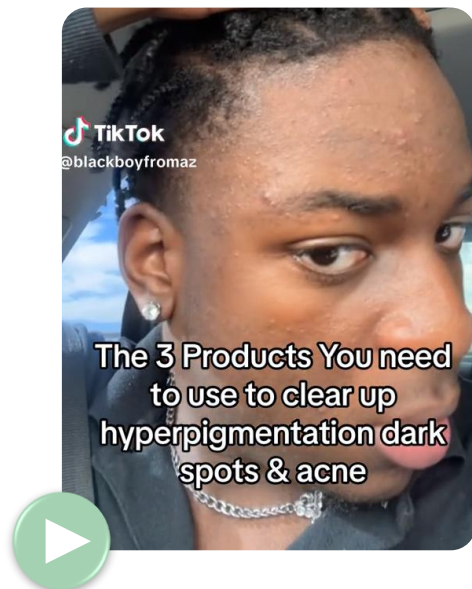
Source: ¹ Collage Category Essentials Fall 2024 (18-45), weighted data, % agree
² Collage Cultural Traits Survey, 2025 (18-46), weighted data, % agree, strongly agree
▲ ▼ Significantly over/under Total Men. Confidence level 95%

These consumers seek products to resolve common skin concerns

Which of the following are your top skincare concerns? ¹



TikTokers share skincare tips to help solve their acne, oily skin, and dark spots. ²



Source: ¹ Collage Category Essentials Spring 2024 (18-45), weighted data; Multiselect answer options

² @Blackboyfromaz on TikTok

▲▼ Significantly over/under Total Men. Confidence level 95%

Radiant glow is the standard for skincare perfection for many Multicultural Men

Young Hispanic Men are leaning into this skincare goal

30% ▲

of Multicultural Men define “perfect skin” as radiant and glowing.

Compared to 24% Total Men (18-45)

Hispanic	Black	Asian	White
31% ▲	28%	29%	19%



Source: Collage Category Essentials Fall 2024 (18-45), weighted data
Multiselect answer option

▲ ▼ Significantly over/under Total Men. Confidence level 95%

Turn personal care into a lifestyle marker that feels both elevated and authentic

TONE[©]

AMP—a content collective featuring Kai Cenat, Fanum, Agent00, Duke Dennis, ChrisNxtDoor, and Davis—has long inspired Young Men to embrace **self-care** as part of their identity. By making skincare and fragrance both aspirational and relatable, AMP's launch of TONE, their personal care line, felt like a natural extension.

The launch was met with excitement from fans and reflects a broader shift: Young Multicultural Men are **redefining masculinity** through grooming, confidence, and digital culture.



TONE[©] TONE BY AMP 🌟
@TONEexclusive

Welcome to TONE HQ 🌐
A new era of personal care
by @AMPexclusive

💬 129 ↺ 537 ❤️ 4.8K

REPLIES ON X

"I'm buying anything and everything Duke Dennis sells"

— @XGIBUS

"I vibe with it. Get young men to take care of their skin"

— @SUPRMOON00



Source: @TONEexclusive on X/Twitter

Key Takeaways & Action Steps

KNOW THIS

Hispanic Men see skincare as a confidence booster, prioritizing products that address oily skin and dark spots.

Asian American Men's commitment to self-care drives frequent skincare use, often influenced by K-beauty's emphasis on consistency and results.

Black Men prefer skincare with natural ingredients, often valuing their cultural and restorative significance.

DO THIS

- **Showcase the transformative, lasting power of facial skincare products**, positioning them as tools for both clearer skin and greater self-assurance.
- **Position your product and messaging around the value of consistent skincare routines** to align with Asian Men's disciplined, results-oriented approach to self-care.
- **Formulate products with natural ingredients** and make this a clear focal point in your messaging and packaging to build trust and cultural relevance.



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