

AUSTRALIAN SHAVING HABITS REVEALED

20

15

3/5 Australian men have facial hair

23% are sporting a moustache



Facial hair decreases with age: 68% of 18 to 34 year olds currently have facial hair, compared to 60% of 35-54 year olds and 53% of those 55 plus



The key reasons for growing facial hair are laziness, time and looks

The key reasons for being clean shaven



44% appearance

37% avoiding itchiness



The predominant feeling post-shaving is cleanliness

The clean feeling is higher among older men



57% Say their partner prefers it when I am clean shaven

18-34 year olds are more concerned about feeling more attractive once they've shaved

Majority of men believe facial hair makes them look older, and most shave more often when they are working

37% think the hipster beard craze is over, 36% think beards make guys look manlier and 31% still think beards are cool

Beards are more popular among younger men (and those in NSW!)

1/3

of Australian men have shaved because their partner told them to

38%

of men in NSW also think beards are cool compared to 29% in VIC and 24% in QLD

29%

of NSW men think the hipster beard trend is over compared to 44% in VIC and 43% in QLD



The majority of workers believe workplaces are becoming more relaxed about facial hair



Over half of workers believe someone who is clean-shaven is more professional (59%)



About

1/5

Australian men have felt the need to shave for work

41% Think shaving is a hassle

Usage of electric shavers is higher among younger groups



Manual razors are most commonly used, driven by older Australians



67%

think electric shavers are faster

36%

Of people who use electric shavers say their primary reason for doing so is time, followed by avoiding cuts and skin irritation.

*A nationally representative sample of 500 Australian men aged 18+