

GenZ & Male grooming

The Rise of GenZ Male Beauty!

Emerging themes you cannot miss

GenZ- A generation which is fluid, dynamic, not boxed-in... looking for personalization, new avenues of self-expression and are not fearful to challenge the status-quo-

They are elusive and not enough is known about them...

What does it mean for beauty & grooming?

How are they different from Millennials?

What are their latent needs?

What are their rituals?

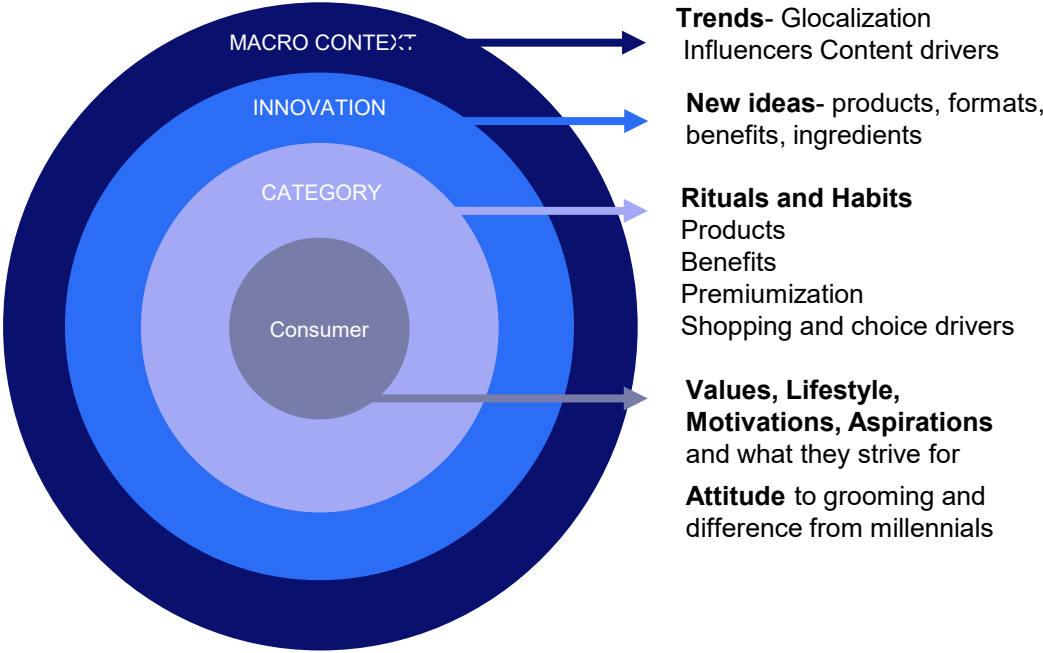
What innovations would they adopt? What would make them upgrade?



And more...



Our Framework



NIQ's USP – A True Holistic View

Amalgamation of Qualitative & Quantitative Methodologies

