

Smooth skin is in.

Hear from 200 shaving category buyers as they share new purchase behaviors.



95%
are familiar
with Gillette.



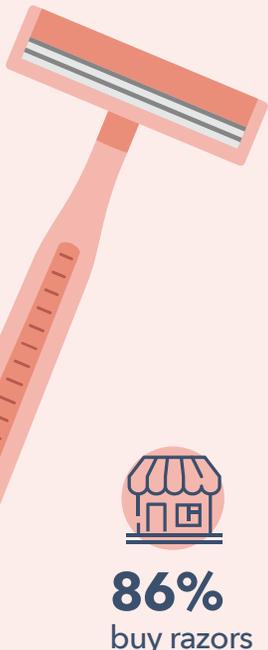
Gillette
43%
and Venus (23%) are
the top favorite brands.



68%
say a certain brand is
their favorite because
it's smooth on skin.



68%
are familiar
with BIC.



48%
have used BIC
razors in the past.



64%
are familiar with Dollar Shave Club
but haven't used their products.



86%
buy razors
in-store - 76%
will continue to
buy in-store.



59%
used disposable
razors when
they first started
shaving.



56%
currently use
cartridges.



52%
have seen razor
ads on TV.

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METHODOLOGY: The Surveys on the Go® (SOTG) app was used to trigger surveys based on observed brick + mortar behavior. Sent to 18+ shaving category buyers leaving Target or Walmart. N=200.

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