

# Smooth skin is in.

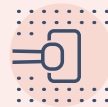
Hear from 200 shaving category buyers as they share new purchase behaviors.



**95%**  
are familiar  
with Gillette.



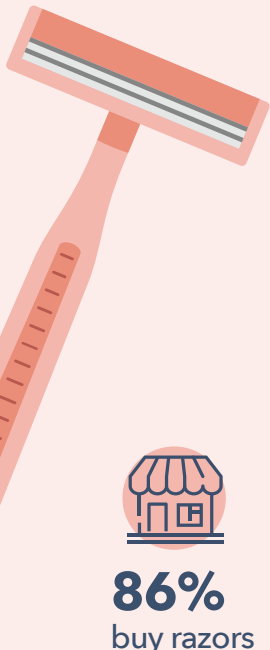
Gillette  
**43%**  
and Venus (23%) are  
the top favorite brands.



**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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