**Text summary test – summary suggestion**

This article published on the website Premium Beauty News on September 8th 2024 presents us with the findings of a study by Mintel, which provides insight into the evolution of American men’s use of skin care products.

**Compared to** 2020, there has been *an increase of 68%* in the use of cosmetic products by American men, mainly Generation Z consumers, aged between 18 and 27.

**Furthermore**, **not only** do almost *half of them* choose high-end, luxury moisturizers over mainstream brands, **but** they **also** factor the absence of controversial ingredients in their choices.

**As a result of this**, it is essential for brands to take into account this data **in order to** redefine their concept of masculinity and attract these new male consumers, **all the more so as** the market for men’s products is expected to reach *6 billion dollars* in 2024.

149 words.