

Haircare - China - May 2014

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“China’s haircare market value reached RMB35.3 billion, growing at a slowed-down rate of 10% during 2013. The gradual slowdown in growth is caused by the high usage penetration in urban households as well as consumers’ reliance on price promotion.
– Wenwen Chen, Research Analyst

This report looks at the following areas:

This report examines haircare products covering:

- Shampoo
- 2-in-1 shampoo & conditioner
- Conditioner
- Rinse-off hair treatment (eg hair mask, SPA cream)
- Leave-on spray (in liquid texture, spray on hair eg moisturising mist)
- Leave-on hair treatment
- Hair treatment oil (in oil texture, apply several drops on hair)

The haircare market continued its strong path of growth to reach RMB 35.3 billion in 2013. The market growth rate reached its peak at 13.4% in 2008 and witnessed stable growth rates of around 11-12% and annual growth of 10.2% from 2012-2013. Consumers have increasingly relied on price promotion, which has contributed to the growth slowdown in value terms.

Consumers, especially female consumers, have exhibited solid repertoire behaviour when selecting haircare products, brands as well as retailers. This has posed a serious challenge to brands as well as retailers. Brands and shops need to ensure there is enough in-store marketing to attract shoppers, and to keep increasing the number of shoppers.

The growing sophistication in consumer usage regimes, including using different products at different occasions and for different purposes, opens new opportunities for brands to grow. Creating new brands, products and limited edition ranges can leverage consumers’ ‘infidelity’ behaviour and capitalise on shoppers’ desire for newness and excitement, especially among the affluent groups. In addition, customised products designed for different hair and scalp needs have become a major market for brands to explore.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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