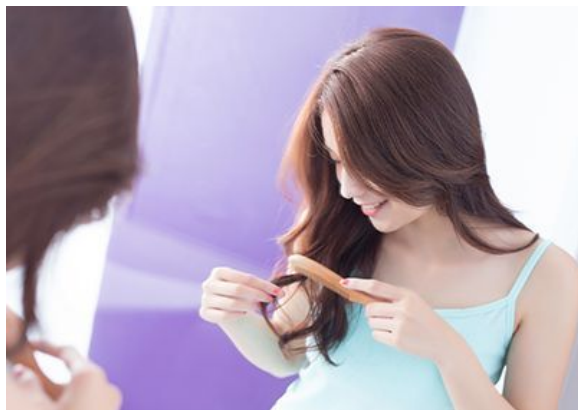


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"The haircare category in China has maintained steady growth, mainly driven by strong new product launch activities that keep consumers engaged and drive trading up. While consumers' top hair concerns and needs remain unchanged, there is a growing focus on caring for hair and added benefits, which will drive new product development in the coming years."

- Alice Li, Senior Research Analyst

This report looks at the following areas:

- Build on skincare influence to re-educate consumers on haircare
- Make haircare a part of health and total wellbeing
- Avoid cannibalisation in hair treatments

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