

Shampoo, Conditioners and Treatments - UK - April 2011

Report Price: £1500 / \$2310 / €1793



What is this report about?

While the shampoo, conditioner and treatments market has posted a 2% value growth in current terms since 2005, in real terms the market has actually declined by 13%. Like other toiletry categories such as soap, bath and shower products, the £709 million shampoo, conditioner and hair treatments category has experienced heavy price discounting, so volume sales have grown at the expense of value sales. The effects of the recession can still be felt, with special offers being the prime factor behind many consumer purchases.

What have we found out?

- Moisturisation is the key claim for shampoos, conditioners and treatments, with one in four actively looking for it in their purchases. The haircare category is drawing closer to skincare in terms of ingredients and claims, and the use of the word moisturisation, rather than conditioning, is a symbol of this convergence.
- As consumers age, their hair may change condition, becoming dryer and coarser or finer. Many older consumers feel that they are forgotten by haircare manufacturers, who are failing to address their specific needs.
- Nearly two thirds of consumers have not made significant changes to their haircare expenditure in the last year. However, more of those who have changed their behaviour have scaled down rather than up.
- For eight in ten consumers, their confidence is boosted when their hair looks good. Nearly a third of consumers believe that it is important for their professional image for their hair to look good. Consumers concerned about the appearance of their hair and the way it looks are most likely to be Waitrose shoppers.
- Men (36%) are more brand loyal than women (31%) when it comes to buying shampoos. Men usually take less interest in personal grooming and so find it easier to stick to the brands they are know and trust.
- The ethnic population in the UK grew 23% to 7.4 million in 2009, and further growth is in store, particularly among young people of mixed race or Pakistani/Bangladeshi origin. These consumers could be addressed with products formulated specifically for their hair needs and preferences.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100