

## Shampoo, Conditioners and Styling Products - US - April 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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*“The haircare category is highly saturated, creating challenges for manufacturers and retailers to encourage increased consumer spending. However, continued improvements in product functionality combined with the emergence of new segments such as anti-aging have the potential to drive future category growth.”*

– Shannon Romanowski, Beauty & Personal Care Analyst

### In this report we answer the key questions:

- Shampoo has high household penetration, making segment growth challenging. What are the opportunities to drive growth and add meaningful value that will encourage consumers to trade up in the segment?
- Low price was listed as the top influencer when purchasing haircare in 2012. How can manufacturers elevate the perception of haircare and encourage increased spending in the category?
- Natural/botanical is the leading haircare claim and generates high levels of consumer interest. However, consumers aren't necessarily willing to pay more for natural ingredients. How can the category make natural products a stronger value-added proposition?

The shampoo, conditioner, and styling products market saw modest growth between 2007 and 2012, rising 7% and reaching an estimated \$7 billion in sales during that time period. Shampoo and conditioner are the largest segments in the category, and have outperformed the styling products segment in terms of sales growth. Styling product usage is in part dictated by hairstyle trends, which currently are geared toward more effortless and natural styles, potentially impacting use of high hold products like gel or hairspray. While value is important to consumers in the category, private label remains a very small and declining player, as shoppers see a benefit to purchasing branded products.

Future growth in the category will likely be driven by products that have taken inspiration from the salon such as shampoo alternatives and hair oils. Finally, growth in less developed segments such as men's, anti-aging, and multicultural haircare will also benefit the category.

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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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Hair conditioner

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