

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

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*"A tough economic climate has resulted in a 'want it all' attitude amongst consumers. They have come to expect additional product benefits but don't want to pay a premium for them. Creating an experience around haircare brands is likely to win over consumers who increasingly value expert opinion and advice."*

– Alexandra Richmond, Head of Beauty and Personal Care

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

- Could more interactive and experiential pop-up stores excite the consumer?
- Blow Dry Bars – an opportunity or a threat?
- Is it time for a rethink on product displays?
- 16-24s – how to get them excited?
- Men – what do they really want?
- How can online shopping turn boring everyday into a luxury treat?

Despite continued pressure on consumer spending, the UK's haircare market gained momentum in 2012; sales rose by 5% to break through the £1 billion barrier.

This report looks at factors underpinning market forces (demographic shifts, consumer behaviour and the recession) along with manufacturer and retailer efforts to harness or mitigate them: product developments, marketing concepts and retailer initiatives.

Mintel also takes a view on the future of the market and which competing markets offer indicators of growth and trends.

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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