

Shampoo, Conditioner and Hairstyling Products - US - April 2014

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“The haircare category has experienced steady gains, though sales of styling products and treatments have struggled. Styling products and treatments that engage men and an aging population as well as reinforce healthy looking hair should help boost segment sales.”
– Shannon Romanowski, Senior Beauty and Personal Care Analyst

This report looks at the following areas:

- How can brands improve sales in the struggling hairstyling segments?
- What opportunities are there to better engage an aging population?
- How can brands increase usage of hair treatments?

The shampoo, conditioner, and hairstyling products category experienced slow, yet steady, gains between 2008 and 2013, with steady rates of growth expected to continue through 2018. The haircare category is mature and saturated, but shifting consumer preferences toward more natural looking and less styled hair have helped boost sales of conditioner as well as sparked interest in formats that support healthy hair such as oils and BB creams. However, interest in less styled hair has led to struggles in the styling product segments.

Looking ahead, growth opportunities will likely stem from customized product offerings. For example, gender-specific, lifestage-appropriate, and even occasion-specific items will be important in generating incremental sales. Lastly, given the high saturation and parity in the category, creative retailing and marketing strategies will be instrumental in capturing the attention of a somewhat disloyal haircare consumer.

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DID YOU KNOW?

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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The issues

The implications: Reinforce benefits such as shine and volume, increase awareness

How can brands increase usage of hair treatments?

The issues

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