

Hair Beauty Products - Styling and Colourants - China - January 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

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“Brands need to continue product and packaging innovations to create new consumption occasions. This not only means hair beauty products for special occasions such as weddings, cocktail parties, dates nights out, but also increasing usage frequency through anytime application and re-application during the day.”
– Wenwen Chen, Research Analyst

This report looks at the following areas:

- Creating looks for different occasions
- Conversion by adding a personal touch
- Creating 'super temporary' hair make-up
- Nurturing consumer loyalty by providing immersive experience and personalised service

Hairstyling products saw high penetration thanks to the importance placed on consumers expressing themselves freely and maintaining an attractive appearance.

In urban China, Mintel has found that over two thirds of respondents have dyed, permed or had hair treated over the six months to November 2014, suggesting great potential for the hair beauty market in terms of sales. On the flip side, retail brands might still struggle as most respondents visit hair salons to have hair beauty treatments instead of doing it at home themselves.

That said, the market is predicted to grow continuously from 2014 onward. The rise of the over-65s in China will be the main driver of growth.

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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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R+Co

Alterna Caviar

Youngrace

Shiseido Tsubaki

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