

Haircare - China - January 2016

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“Consumers exhibit strong belief in scalp care. 47% of the consumers believe a healthy scalp is a major reason for healthy hair. The next step is to integrate scalp care into anti-ageing and anti-pollution market. For example, brands can consider collaborating with technology firms to develop apps to monitor everyday scalp condition based on the air or water quality, thereby give real-time solution.”
 – Wenwen, Senior Beauty Analyst

This report looks at the following areas:

- Scalp care persists
- Brands should be more specific about ingredients and benefits offered
- The solid hair wash routine shows the future is to cultivate hair treatment routine

The levelling out of shampoo sales has caused the total market slowdown. China's cooling economy has made shoppers become more frugal of everyday spending. Considering the saturation rate and solid hair wash routine, it is challenging to increase usage frequency while persuading shoppers to upgrade to more premium products. Generally, consumers do not associate high price with high quality in the shampoo category.

Looking ahead, innovation in the hair treatment sector is a sensible way to grow the market, current usage rates are still relatively low and consumers are more likely to spend a bit more for hair treatment products containing skincare-influenced ingredients.

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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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 - Brands should be more specific about ingredients and benefits offered
 - The facts
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 - The implications

The Market – What You Need to Know

- Slowdown in growth
- E-commerce continues to grow and shifts to mobile shopping
- Leave-on conditioner saw the biggest growth
- Big brands are struggling

Market Size and Forecast

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