

## Men's Haircare - UK - April 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“At a total level the men’s haircare market has struggled to maintain sales growth, due to the availability of products at reduced prices. This has particularly affected the shampoo segment, where low innovation fails to tempt men to spend more.”

– Charlotte Libby, Senior Beauty Analyst

### This report looks at the following areas:

- Fashion for long hair set to boost conditioners
- Scalp treatments hold opportunity
- The return of the barber brands

A slow year in terms of new product development saw retail sales value of male haircare products grow just 0.2% in 2015 (to £85.3 million), reflecting the ability to purchase everyday essentials at a reduced price from discount retailers.

The fashion for longer hair holds opportunities for the conditioners and treatments sector, as men begin to widen their product repertoires. However long term, the ageing population is set to further suppress sales as older men are more likely to lose their hair, and are less engaged in the styling sector.

Consumer research for this report examines motivations for using conditioners and treatments as well as styling routines and attitudes towards buying haircare products.

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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 return of the barber brands
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### The Market – What You Need to Know

- Growth slows in the men's haircare market

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Shampoo sales fall  
Treatments gain traction  
Rise of new channels  
User base set to shrink  
Fashion trends influencing hairstyle

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Innovation remains at a slow pace  
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Recommendations are important

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Men's routine very reactive

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