

Shampoo, Conditioner and Hairstyling Products - US - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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"The mature shampoo, conditioner, and hairstyling products market has posted steady growth, driven by gains in the larger shampoo and conditioner segments, allowing the market to overcome struggling sales of hairspray and hairstyling products."

- Margie Nanninga, Beauty & Personal Care Analyst

This report looks at the following areas:

- Market experiences steady growth, driven by gains in shampoo
- Product usage of staples is widespread, but consumers aren't using daily
- Concerns over damage, preferences for natural-looks limit usage frequency

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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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