

Black Haircare - US - August 2017

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"The Black haircare market is in transition, as soft sales growth is wedged between two, very different consumer trends. One, a booming natural and regimen-focused product segment vs the precipitous sales free-fall of relaxers, which were formerly anchor products for several heritage brands."

- **Toya Mitchell, Multicultural Analyst**

This report looks at the following areas:

- **Natural hair is here to stay**
- **Half of Black women use 3-4 products as part of their haircare regimen**
- **Most Blacks perform basic maintenance to save time and money**
- **Black women are abandoning relaxers, not necessarily straight hairstyles**

Black consumers prefer, and expect, haircare products made for their texture, haircare issues, and styling choices. As a result, Black-targeted and mainstream haircare companies are vying for consideration, and purchase among Black consumers with tailored products with the promise of expected efficacy."

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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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