

## Women's Haircare - UK - March 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Growth in the women’s haircare market has been driven by a continued focus on caring needs, especially driven by conditioning treatments. However, as mass brands develop their own versions of salon regimes, prestige brands will need to prove their worth to remain relevant. Regardless of price point, winning brands have proactively adapted to women’s hair concerns.”

– **Alex Fisher, Senior Beauty Analyst**

This report looks at the following areas:

Expert reputations can be built on educating women about hair type and the right products to use.

- Convenience no longer a priority
- The future of prestige retail
- Haircare borrows from skincare

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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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