

Shampoo, Conditioner and Hairstyling Products - US - April 2018

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"The shampoo, conditioner, and hairstyling products market continues to post slow but steady growth, driven by gains in the shampoo segment and a stabilizing conditioner segment, buffering struggling sales of hairspray and hairstyling products."

- **Alison Gaither, Beauty & Personal Care Analyst**

This report looks at the following areas:

- **Less than half of consumers use shampoo daily**
- **Hairstyling product sales reflective of usage**
- **Consumers are confused over which type of product to use**

Damage concerns and preferences for natural hair looks have some consumers skipping daily washing in lieu of dry shampoo. Additionally, interest in customized hair products could alleviate consumer confusion over which hair products to use and boost engagement.

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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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