

Black Haircare - US - September 2018

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"The Black haircare market has adjusted to the new natural hair normal. Product innovation, expanded retail distribution, and brand messaging recognize that the future of the Black haircare market is dependent on chemical-free consumers."

- **Toya Mitchell, Multicultural Analyst**

This report looks at the following areas:

- Multifunctional conditioners drive Black-targeted brand sales
- Updated consumer segments show differences among natural consumers
- Mainstream retailers expand product mix in store and online to attract Black shoppers
- Black consumers want products that do it all
- Looking beautiful is the goal, and consumers make different choices to achieve it

The 2018 Black haircare market is estimated at \$2.51 billion, a flat -0.6% decline from \$2.52 billion in 2017. Different year, same story – basic maintenance products – shampoo, conditioner, and treatments continue to meet or exceed sales forecasts, while at-home relaxer sales drag down the entire category. Black consumers are making the switch from mainstream to Black-targeted brands in hopes of attaining sought after results as they maintain and style their natural hair on their own.

While Black-targeted brands experience an overall increase in sales, market share is flat or with modest declines for many of the leading brands. Small upstarts make headway with Black consumers and are a major factor in the expanding Black haircare market, with increased product distribution in-store and online along with messaging that forges an emotional connection with consumers to the founders and by extension, the brand.

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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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