

Haircare - China - January 2018

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“The premiumisation of shampoos and conditioners actually poses threats to the development of hair treatment products. With more and more shampoos including advanced claims such as scalp care, nourishing or aromatherapy, consumers may feel no need to employ extra products.”

– Alice Li, Research Analyst

This report looks at the following areas:

- What's the next step for scalp care products?
- How to excavate consumers' established haircare routine?
- More opportunities lie in lower tier cities

Value sales of the haircare market reached RMB 42,459 million in 2017, representing a 5.1% year-on-year growth. The conditioner and treatment segment leads the market growth but is facing challenges to boost usage. Leading players have been very active in product innovations to stimulate consumers' purchase enthusiasm, from ingredients (eg silicone-free, sulphate-free) to functional benefits (eg scalp care, aromatherapy), which have worked well for shampoo and conditioner. But hair treatments cannot just follow the trends of shampoo and conditioner; brands need to give consumers more reasons to add extra products to their haircare routines.

Brands need to make more efforts to give hair treatment products a unique value proposition, such as using salon or skincare-inspired concepts to provide a sensory experience or associating with a specific occasion, such as before blow dry, to make consumers feel necessary.

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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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