

Haircare - China - January 2020

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This report looks at the following areas:

- Evolving needs for hair volume maintenance
- Find differentiation points in the competition between shampoo and hair styling products
- Scented haircare products show potential

As one of the biggest categories in the China beauty and personal care market, the haircare category, though slowing down, still managed to grow at a stable pace, mainly driven by consumers' needs for more convenient cleansing solutions, their desire for better hair and scalp care and their pursuit of emotional benefits like mood promotion and feeling good. And these factors are expected to further stimulate the growth of this category in a more innovative way in the near future.



"Consumers' awareness of hair and scalp care both increased in the last year, though anti-hair loss and hair volumising are yet to take off, as consumers' attention is more focused on obvious hair issues like split ends and dryness. But 25-29 year olds are worrying about hair volume more than older consumers, demonstrating the potential of hair volumising among young consumers."

- Yali Jiang, Senior Analyst

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