

Haircare - China - June 2013

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"In the big picture, Chinese consumers are becoming richer. Higher income, lower savings, and broader prosperity have led to more purchasing power. At the same time people are also becoming more demanding. Those brands able to offer the best combination of products tailored to the right occasion will gain a bigger share of savvy consumers' wallets."

- Wenwen Chen, Research Analyst

In this report we answer the key questions:

- What is the size of the haircare market in China?
- Which are the key companies and brands in the haircare market in China?
- How often do Chinese consumers use haircare products?
- Which are the most common hair and scalp problems in China?

In 2012, the hair care market in China increased of approximately 55.7% in value terms compared to 2008. Shampoo and conditioner's dominance have been heightened by its continued high level of penetration and usage frequency among both men and women.

Looking into the future, Chinese consumers are becoming richer. Higher income, lower savings, and broader prosperity add up to more purchasing power. Mintel's projection suggests that the shampoo and conditioner market will continue to grow at CAGR of 9.2% from 2013 to 2018.

The report covers shampoo, conditioners, colourants and styling agents for men, women and children. It includes unisex products. Market value is based on sales through all retail channels (including direct to consumer), but excludes the professional sector (including hairdresser sales to the consumer).

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