

Haircare - UK - April 2014

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“While the haircare markets remain in growth, the pace has slowed in 2013 as consumers turn to savvier shopping methods to secure the cheapest prices, and scientific as well as technological advancements cause a cannibalisation of product needs.”

– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- How can brand loyalty be built in the shampoo and conditioner market?
- Are product repertoires suffering from cannibalisation?
- Does anti-ageing create opportunities for the haircare markets?

In 2013, retail value sales in the haircare market grew 2.7%, driven by a strong year of product innovation and advertising. Haircare products such as shampoo are also bolstered by their basic hygiene positioning, used by over eight in 10 adults. However when compared to the pace of growth in 2012, the market has begun to slow, with post-recession consumers utilising savvy shopping techniques such as stocking up in times of price promotion and switching to discount or online retailers in order to save money in the category.

New product development has continued at a steady pace in the haircare market, although future growth can be achieved by harnessing key areas of interest such as hair fullness and anti-breakage.

Consumer research in this report explores product usage and frequency across the shampoo, conditioner, treatment and styling markets, as well as purchase influencers and consumer attitudes towards haircare routines.

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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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Table of Contents

Introduction

Products covered in this report

Definitions:

Abbreviations

Executive Summary

Market growth continues but pace is slowing

Figure 1: Best- and worst-case forecast of UK value sales of haircare products, 2008-18

Appealing to an ageing consumer is essential

Shampoo takes the largest share of launches

Figure 2: UK product launches in the shampoo, conditioners, treatment and styling market, 2011-13

Shampoo continues to hold the highest penetration

Figure 3: Hair product usage, by gender, February 2014

Figure 4: Attitudes towards shopping for haircare products, by gender, February 2014

Figure 5: Attitudes towards haircare, February 2014

What we think

Issues and Insights

Building brand loyalty in the shampoo and conditioner market

The facts

The implications

Product repertoires suffering from cannibalisation

The facts

The implications

Anti-ageing holds opportunities for the haircare markets

The facts

The implications

Trend Application

Trend: Return to the Experts

Trend: Retired for Hire

Mintel futures trend: Human

Market Drivers

Key points

Ageing population

Figure 6: Trends in the age structure of the UK population, by gender, 2008-18

Increasing employment needs a well-groomed image

Figure 7: Employment and unemployment, by gender, 2008-18

Shorter showers call for faster products

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Figure 8: Green household habits, December 2013

Socialising provides opportunity for the haircare market

Figure 9: What extra money is spent on, selected items, January 2014

Nine in ten women use a blow dryer

Figure 10: Hair appliance frequency of use, February 2014

Who's Innovating?

Key points

Shampoo takes the largest share of launches

Figure 11: UK product launches in the shampoo, conditioners, treatment and styling market, 2011-13

Figure 12: Notable new product launches in the shampoo category, 2013

Brightening and illuminating popular in 2013

Figure 13: Top ten product positioning claims of shampoo and conditioner products, 2013

Figure 14: Shampoo and conditioner products containing the brightening/illuminating claim, 2013

Environmentally friendly packaging trends

Free-from claims hold appeal

P&G leads company activity

Figure 15: UK product launches in the shampoo and conditioners market, by ultimate company, 2013

Hair styling focuses on speed

Figure 16: Top five product positioning claims of UK styling products, 2012-13

Figure 17: UK hair styling product examples featuring the time/speed claim, 2013

Treatments for damaged hair can boost own-label sales

Figure 18: Own-label product examples in the UK hair treatment market, 2013

Hair fullness a developing trend in 2014

Figure 19: New haircare product examples following the hair fullness trend, January-March 2014

Market Size and Forecast

Key points

Growth maintained in 2013 however pace slows

Figure 20: UK retail value sales of haircare products, 2008-18

Steady pace of growth continues to 2018

Figure 21: Best- and worst-case forecast of UK value sales of haircare products, 2008-18

Forecast methodology

Segment Performance

Key points

Shampoo continues to lead the market

Figure 22: UK retail value sales of haircare products, by segment 2008-13

2-in-1 shampoo sales grow

Figure 23: UK retail value sales of shampoo products, 2012-13

While conditioner thrives, treatment sales stall in 2013

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Figure 24: UK retail value sales of conditioner and treatment products, 2012-13

Hair styling moves to a less "styled" approach

Figure 25: UK retail value sales of styling products, 2012-13

Market Share

Key points

Own-label suffers in shampoo market

Figure 26: UK retail value sales of shampoo, by brand, 2012-13

Aussie and Tresemmé increase market share

Figure 27: UK retail value sales of conditioners and treatments, by brand, 2012-13

got2b styling sees largest sales increase

Figure 28: UK retail value sales of styling products, by brand, 2012-13

Companies and Products

Henkel

Figure 29: Key financials for Henkel Limited, 2011 and 2012

Figure 30: Examples of new product launches by Henkel in the haircare market, Jan 2013-March 2014

Kao

Figure 31: Key financials for Kao Corporation (global), 2011-12

Figure 32: Examples of new product launches by Kao in the haircare market, Jan 2013-March 2014

L'Oréal

Figure 33: L'Oréal (UK) Ltd, financial performance, 2011-12

Figure 34: Examples of new product launches by L'Oréal in the haircare market, Jan 2013-March 2014

Procter & Gamble

Figure 35: Key financials for Procter & Gamble (Health and Beauty Care) Ltd, 2012-13

Figure 36: Examples of new product launches by Procter & Gamble in the haircare market, Jan 2013-March 2014

PZ Cussons

Figure 37: Key financials for PZ Cussons UK, 2012-13

Figure 38: Key financials for PZ Cussons Beauty LLP, 2012-13

Figure 39: Examples of new product launches by PZ Cussons in the haircare market, Jan 2013-March 2014

Unilever

Figure 40: Key financials for Unilever UK Limited, 2011-12

Figure 41: Examples of new product launches by Unilever in the haircare market, Jan 2013-March 2014

Brand Advertising, Perceptions and Social Media

Key points

Advertising spend mirrors launch activity

Figure 42: Main monitored advertising spend on haircare products, 2011-13

P&G accounts for over 40% of advertising spend

Figure 43: Main monitored advertising spend on haircare products, by advertiser, 2011-13

TV and press dominate

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Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 44: Main monitored advertising spend on haircare products, by advertiser, 2011-13

Shampoo and conditioner duos dominate spend in the category

Figure 45: Main monitored advertising spend on haircare products, by top 10 product categories, 2013

Brand perceptions

Key brand metrics

Figure 46: Key brand metrics, January 2014

Brand map

Figure 47: Attitudes towards and usage of brands in the hair care sector, January 2014

Correspondence analysis

Brand attitudes

Figure 48: Attitudes, by hair care brand, January 2014

Brand personality

Figure 49: Hair care brand personality – macro image, January 2014

Figure 50: Hair care brand personality – micro image, January 2014

Brand usage

Figure 51: Hair care brand usage, January 2014

Brand experience

Figure 52: Hair care brand experience, January 2014

Social media and online buzz

Social media metrics

Figure 53: Social media metrics of selected hair care brands, March 2014

Batiste uses Twitter to generate more mentions than Dove

Dove's different accounts may cause confusion

Activity on Twitter does not always result in mentions

Online mentions

Figure 54: Online mentions of selected hair care brands, 24th February 2013-2nd March 2014

Competitions form a significant proportion of mentions for smaller brands

Bigger brands do not have to rely on competitions

Dove's reputation means it has greater ethical standards to uphold

Where discussion is occurring

Figure 55: Media through which conversation is happening, by brand, 24th February 2013 – 2nd March 2014

Conversations generally occur on microblogs

Topics of discussion

Figure 56: Topics of discussion around selected hair care brands, 24th February 2013 - 2nd March 2014

Figure 57: Topics of discussion around selected hair care brands, by week, 24th February 2013 - 2nd March 2014

The competitions and advertising discussions tend to be focused around one particular brand at a time

Reviews

Figure 58: Brand share of voice around reviews, 24th February 2013 - 2nd March 2014

Fragrance

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Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 59: Brand share of voice around fragrance, 24th February 2013 - 2nd March 2014

Analysis by brand

Batiste

Figure 60: Topic cloud around mentions of Batiste, 1st March 2013 – 28th February 2014

Dove

Figure 61: Topic cloud of mentions around Dove, 1st March 2013 – 28th February 2014

Bumble and bumble

Figure 62: Topic cloud around mentions of Bumble and bumble, 1st March 2013 – 28th February 2014

Figure 63: Topic cloud around mentions of London Fashion Week, 1st March 2013 – 28th February 2014

Head & Shoulders

Figure 64: Mentions around different Head & Shoulders ambassadors, 1st March 2007-28th February 2014

Lee Stafford

Figure 65: Topic cloud around mentions of Lee Stafford, 1st March 2013 – 28th February 2014

Aussie

Figure 66: Topic cloud around mentions of Aussie, 1st March 2013 – 28th February 2014

Moroccanoil

Figure 67: Topic cloud of mentions around Moroccanoil, 1st March 2013 – 28th February 2014

Figure 68: Topic cloud of discussions around argan oil, 1st March 2013– 28th February 2014

Pantene Pro-V

Figure 69: Topic cloud around mentions of Pantene Pro-V, 1st March 2013 – 28th February 2014

Channels to Market

Key points

Loyalty reward schemes draw consumers to big retailers

Figure 70: UK retail value sales of shampoo, conditioners and styling products, by outlet type, 2012-13

Online pureplayer sales see biggest increases

The Consumer – Product Usage and Frequency Amongst Women

Key points

Shampoo continues to hold the highest penetration

Figure 71: Hair product usage amongst females, February 2013 and February 2014

New formats grow in popularity

Styling products are the most frequently used

Figure 72: Frequency of hair product usage amongst females, February 2014

Heat protection benefits from the uptick in heated appliances

Young women have the widest product repertoire

Figure 73: Repertoire of hair product usage amongst women, by age, February 2014

The Consumer – Product Usage and Frequency Amongst Men

Key points

Young men interested in convenience

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Figure 74: Selected hair product usage amongst men, February 2013 and February 2014

Dry shampoo has room for growth

Frequent styling pursued by 16-24-year-olds

Figure 75: Frequency of hair product usage amongst males, February 2014

Product repertoire peaks at an older age than women

Figure 76: Repertoire of hair product usage amongst men, by age, February 2014

The Consumer – Desired Product Attributes

Key points

Half of consumers look for shampoo for their hair type

Figure 77: Desired shampoo and conditioner product attributes, by gender, February 2014

Male consumers focus on scalp health

Volume is a key desire for styling products

Figure 78: Desired styling product attributes, by gender, February 2014

Treatments linked to moisture

Figure 79: Desired treatment, serum and oil product attributes, by gender, February 2014

The Consumer – Shopping for Haircare

Key points

Four in ten adults show brand loyalty

Figure 80: Attitudes towards shopping for haircare products, by gender, February 2014

Salon results claims continue to drive purchase

Male consumers are more price driven

The Consumer – Interest in New Product Development

Key points

Co-conditioners lead NPD interest

Figure 81: Interest in new product development, February 2014

Cosmetics cross over into haircare

Growing interest in scalp health

Opportunities for fine fragrance in haircare

The Consumer – Attitudes towards Haircare

Key points

Consumers see the benefits of hair treatments

Figure 82: Attitudes towards haircare, February 2014

Fear of frequent washing boosts dry shampoo

Anti-ageing haircare markets

Appendix – Who's Innovating?

Figure 83: UK haircare product launches, by launch type, 2013

Figure 84: Top ten product positioning claims of shampoo and conditioner products, 2012-13

Figure 85: UK shampoo and conditioner product launches, by manufacturer type, 2011-13

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Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 86: UK styling and treatment product launches, by ultimate company, 2013

Figure 87: UK hair treatment product launches, by manufacturer type, 2011-13

Appendix – Market Size and Forecast

Figure 88: Best- and worst-case forecast of UK value sales of shampoo products, 2008-18

Figure 89: Best- and worst-case forecast of UK value sales of conditioner products, 2008-18

Figure 90: Best- and worst-case forecast of UK value sales of styling products, 2008-18

Appendix – Brand Advertising, Perceptions and Social Media

Figure 91: Main monitored advertising spend on haircare products, by top 10 product categories, 2011-13

Figure 92: Brand usage, January 2014

Figure 93: Brand commitment, January 2014

Figure 94: Brand diversity, January 2014

Figure 95: Brand satisfaction, January 2014

Figure 96: Brand recommendation, January 2014

Figure 97: Brand attitude, January 2014

Figure 98: Brand image – macro image, January 2014

Figure 99: Brand image – micro image, January 2014

Social media and online buzz

Figure 100: Online mentions of selected hair care brands, 24th February 2013-2nd March 2014

Figure 101: Topics of discussion around selected hair care brands, 24th February 2013 – 2nd March 2014

Figure 102: Media through which conversation is happening, 24th February 2013-2nd March 2014

Appendix – The Consumer – Usage and Frequency

Figure 103: Hair product usage, February 2014

Figure 104: Interest in new product development, by most popular hair product usage, February 2014

Figure 105: Interest in new product development, by next most popular hair product usage, February 2014

Figure 106: Interest in new product development, by other hair product usage, February 2014

Figure 107: Repertoire of hair product usage, February 2014

Figure 108: Hair appliance usage, by repertoire of hair product usage, February 2014

Figure 109: Attitudes towards haircare, by repertoire of hair product usage, February 2014

Figure 110: Hair product frequency, February 2014

Figure 111: Attitudes towards haircare, by hair product frequency – Shampoo, February 2014

Figure 112: Attitudes towards haircare, by hair product frequency – Dry or no-rinse shampoo, February 2014

Figure 113: Attitudes towards haircare, by hair product frequency – Conditioner, February 2014

Figure 114: Attitudes towards haircare, by hair product frequency – Leave-in conditioner, February 2014

Figure 115: Attitudes towards haircare, by hair product frequency – 2-in-1 shampoo and conditioner, February 2014

Figure 116: Attitudes towards haircare, by hair product frequency – hair treatments or masks, February 2014

Figure 117: Attitudes towards haircare, by hair product frequency – Hair serum, February 2014

Figure 118: Attitudes towards haircare, by hair product frequency – Hair oil, February 2014

Figure 119: Attitudes towards haircare, by hair product frequency – Hairspray, February 2014

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Figure 120: Attitudes towards haircare, by hair product frequency – Styling mousse or foam, February 2014
- Figure 121: Attitudes towards haircare, by hair product frequency – Styling gel, February 2014
- Figure 122: Attitudes towards haircare, by hair product frequency – Styling cream or lotion, February 2014
- Figure 123: Attitudes towards haircare, by hair product frequency – Hair putty, wax or texturiser, February 2014
- Figure 124: Attitudes towards haircare, by hair product frequency – Heat protection product, February 2014
- Figure 125: Most popular hair product usage, by demographics, February 2014
- Figure 126: Next most popular hair product usage, by demographics, February 2014
- Figure 127: Other hair product usage, by demographics, February 2014
- Figure 128: Repertoire of hair product usage, by demographics, February 2014
- Figure 129: Hair product frequency – Shampoo, by demographics, February 2014
- Figure 130: Hair product frequency – Dry or no-rinse shampoo, by demographics, February 2014
- Figure 131: Hair product frequency – Conditioner, by demographics, February 2014
- Figure 132: Hair product frequency – Leave-in conditioner, by demographics, February 2014
- Figure 133: Hair product frequency – 2-in-1 shampoo and conditioner, by demographics, February 2014
- Figure 134: Hair product frequency – hair treatments or masks, by demographics, February 2014
- Figure 135: Hair product frequency – Hair serum, by demographics, February 2014
- Figure 136: Hair product frequency – Hair oil, by demographics, February 2014
- Figure 137: Hair product frequency – Hairspray, by demographics, February 2014
- Figure 138: Hair product frequency – Styling mousse or foam, by demographics, February 2014
- Figure 139: Hair product frequency – Styling gel, by demographics, February 2014
- Figure 140: Hair product frequency – Styling cream or lotion, by demographics, February 2014
- Figure 141: Hair product frequency – Hair putty, wax or texturiser, by demographics, February 2014
- Figure 142: Hair product frequency – Heat protection product, by demographics, February 2014

Appendix – The Consumer – Desired Product Attributes

- Figure 143: Desired product attributes, February 2014
- Figure 144: Most popular desired shampoo and conditioner attributes, by demographics, February 2014
- Figure 145: Next most popular desired shampoo and conditioner attributes, by demographics, February 2014
- Figure 146: Other desired shampoo and conditioner attributes, by demographics, February 2014
- Figure 147: Most popular desired hair styling products (eg hairspray, gel) attributes, by demographics, February 2014
- Figure 148: Next most popular desired hair styling products (eg hairspray, gel) attributes, by demographics, February 2014
- Figure 149: Other desired hair styling products (eg hairspray, gel) attributes, by demographics, February 2014
- Figure 150: Most popular desired hair treatments, serums, and oils attributes, by demographics, February 2014
- Figure 151: Next most popular desired hair treatments, serums, and oils attributes, by demographics, February 2014
- Figure 152: Other desired hair treatments, serums, and oils attributes, by demographics, February 2014

Appendix – The Consumer – Shopping for Haircare

- Figure 153: Shopping for haircare, February 2014
- Figure 154: Hair product usage, by most popular shopping for haircare, February 2014
- Figure 155: Hair product usage, by next most popular shopping for haircare, February 2014
- Figure 156: Hair product usage, by other shopping for haircare, February 2014

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Figure 157: Attitudes towards haircare, by most popular shopping for haircare, February 2014

Figure 158: Attitudes towards haircare, by next most popular shopping for haircare, February 2014

Figure 159: Attitudes towards haircare, by other shopping for haircare, February 2014

Figure 160: Most popular shopping for haircare, by demographics, February 2014

Figure 161: Next most popular shopping for haircare, by demographics, February 2014

Figure 162: Other shopping for haircare, by demographics, February 2014

Appendix – The Consumer – Interest in New Product Development

Figure 163: Interest in new product development, February 2014

Figure 164: Most popular interest in new product development, by demographics, February 2014

Figure 165: Next most popular interest in new product development, by demographics, February 2014

Figure 166: Other interest in new product development, by demographics, February 2014

Appendix – The Consumer – Attitudes towards Haircare

Figure 167: Attitudes towards haircare, February 2014

Figure 168: Desired shampoo and conditioner attributes, by most popular attitudes towards haircare, February 2014

Figure 169: Desired shampoo and conditioner attributes, by next most popular attitudes towards haircare, February 2014

Figure 170: Desired hair styling products (eg hairspray, gel) attributes, by most popular attitudes towards haircare, February 2014

Figure 171: Desired hair styling products (eg hairspray, gel) attributes, by next most popular attitudes towards haircare, February 2014

Figure 172: Desired hair treatments, serums, and oils attributes, by most popular attitudes towards haircare, February 2014

Figure 173: Desired hair treatments, serums, and oils attributes, by next most popular attitudes towards haircare, February 2014

Figure 174: Most popular attitudes towards haircare, by demographics, February 2014

Figure 175: Next most popular attitudes towards haircare, by demographics, February 2014

Figure 176: Other attitudes towards haircare, by demographics, February 2014

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