

Black Consumers and Haircare - US - August 2014

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"Blacks' haircare needs are distinct from others. While there are many products on the market that are specially formulated for them, many are still searching for the right product to fit their ever-changing needs. Natural hair is here to stay, and many are struggling to find the right product and haircare routine."

– Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- What are some of the top concerns Black consumers face when it comes to their hair?
- Is natural hair here to stay? How does it impact the haircare industry?
- How important is targeted advertising when it comes to haircare products? How does it impact their opinion of the brand?

This year, it is estimated that market value of haircare products formulated for Black consumers has undergone a substantial increase since the recession in 2009. Black consumers have a wide array of haircare products in their cabinets as they search for the products that work best for them and to accommodate the variety of styles they wear. Image is extremely important to Blacks and hair plays a vital role in shaping their image.

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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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Is natural hair here to stay? How does it impact the haircare industry?

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The implications

How important is targeted advertising when it comes to haircare products? How does it impact their opinion of the brand?

The issues

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Figure 186: Brand of haircare tools used – Hair dryers – Women, by household income, May 2014

Figure 187: Brand of haircare tools used – Hair dryers – Women, by region, May 2014

Shaver and trimmer brand use

Figure 188: Brands of shavers/trimmers used, by household income, May 2014

Figure 189: Brands of shavers/trimmers used, by region, May 2014

Home remedy ingredient use

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Figure 190: Home remedy ingredients used, by household income, May 2014

Figure 191: Home remedy ingredients used, by region, May 2014

Receptivity to new haircare products

Figure 192: Types of hair products used and interest in trying – Any interest, by household income, May 2014

Figure 193: Types of hair products used and interest in trying – Any interest, by region, May 2014

Figure 194: Types of hair products used and interest in trying – Any interest, by hairstyle have worn/plan to wear in the next year, May 2014

Figure 195: Types of hair products used and interest in trying – Any interest, by hairstyle have worn/plan to wear in the next year, May 2014 (continued)

Appendix – Trade Associations

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