

## Women's Haircare - UK - April 2015

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"The women's haircare market is challenged by changing product usage, with traditional styling products falling from favour and natural botanical oils threatening leave-in conditioners and serums. Inspiring an older female audience and expanding product repertoires are essential for returning the market to a faster pace of growth."  
- Charlotte Libby, Senior Beauty Analyst

### This report looks at the following areas:

- The haircare market needs to inspire an older female audience
- Encouraging styling experimentation can provide a needed sales boost
- The market needs protecting from the threat of cheap prices

The women's haircare market has seen consistent growth, thanks to the essential hygiene nature of products such as shampoo, coupled with the interest in appearance-driven NPD (New Product Development), primarily in the prestige sector. The focus on hair treatments has seen retail value sales in the segment grow.

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