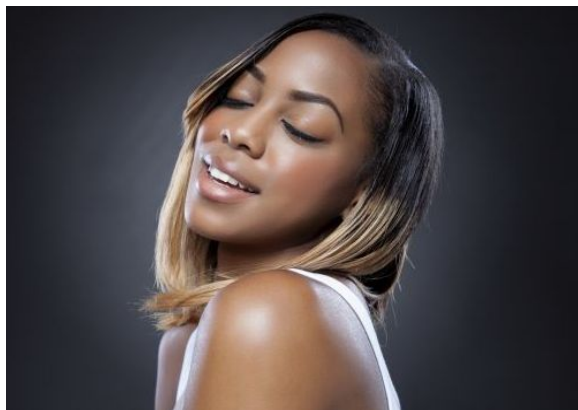


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"Haircare is perhaps one of the largest areas of consumer expenditures among Black consumers. Hair is an important part of Black consumers' image. With the variety of ways that Black consumers wear their hair come differences in their attitudes toward hair, the products they use, and their general outlook of the beauty category as a whole."

- Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- Relaxers' loss is styling products' gain
- Targeted messaging is critical – Understanding Blacks more important than ever

This report provides an overview of the various subsegments that exist within the Black consumer market as it relates to the haircare and beauty industry. The focus of 2015 Black haircare report isn't on brands or specific product categories, rather this report delves deep into the mindset and attitudes of Black consumers, and the role their hair plays in shaping their image.

This report covers the US market for the following Black haircare product categories:

- Shampoo
- Conditioner
- Styling products
- Relaxers
- Home hair color

All other haircare-related products and services are excluded. To be specific, it does not include hair accessories (such as brushes, hair clips, hair pins, headbands) or wigs, weaves, and extensions. Services provided by haircare salons (or by paid individuals) as well as products sold through salons are also excluded from the market.

For the purposes of this report, Mintel includes estimates of total sales of specified haircare products to Black consumers regardless of whether the products are specifically formulated for them.

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