

Shampoo, Conditioner and Hairstyling Products - US - April 2016

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The shampoo, conditioner, and hairstyling market decelerated from the previous year, growing by 2.1%. The hairstyling segment has remained stagnant due to consumers' interest in more natural hairstyles.

This report looks at the following areas:

- Slow overall category growth, hairsprays in decline
- Aging population limits market growth
- Anti-aging is not a highly sought product benefit

Innovation through new product forms that are addressing consumers' concerns and hair needs, the expansion of male offerings, and better delivery of healthy-looking hair benefits are maintaining interest from consumers and present opportunities for growth. Women, younger consumers, and multiculturals are key category users and will be crucial in maintaining growth as the US population ages.

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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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