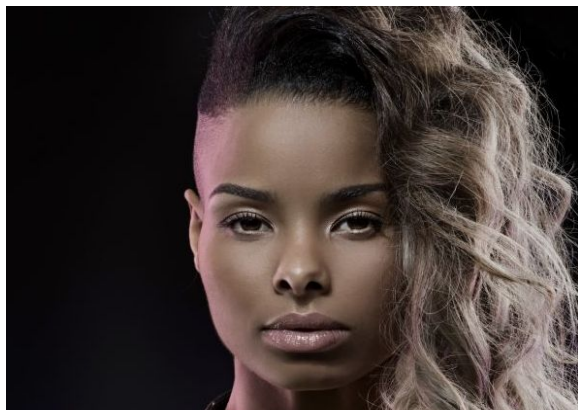


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"The Black haircare market is experiencing soft sales similar to mainstream haircare. Estimated 2016 expenditures by Black consumers on haircare products are about \$2.5 billion as Black consumers flock to brands that cater to their specific haircare needs."
- Toya Mitchell, Multicultural Analyst

This report looks at the following areas:

- Natural ingredients are the "greens fees" for product purchase and usage
- Social media and WOM drive product use, hair maintenance routine, education
- Regimen product lines based on specific hair challenges, styling choices, texture growing in prominence
- Wearing a variety of styles can damage hair; products promising hair health resonate
- Millennials and Boomers adopting natural styles
- Relaxer sales are falling, innovation is not saving the category
- Consumers perceive Black-targeted hair brands shifting to multicultural positioning
- Basic maintenance creates the canvas for styling versatility

Despite soft sales, several brands are making inroads within the category with premium priced products sold within traditional retail outlets. Meanwhile, major mainstream and targeted brands are moving toward the center with multicultural positioning, presumably to increase market share among White and Hispanic consumers as a natural and healthy alternative. As Black consumers, and especially women, learn to style their hair on their own and grow comfortable with the versatility of their texture, brands that deliver on treatment and styling claims will win.

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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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