

## Haircare - China - January 2017

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“International brands are continuously investing in consumer education while Chinese brands are making less effort in this aspect. But education is what Chinese consumers need as they are not as sophisticated as manufacturers think. The popularity of imported products from South Korea and Japan also demonstrates the importance of telling a compelling story.”

– **Jessica Jin, Associate Director of Research**

This report looks at the following areas:

- **A manufacturer-driven rather than a consumer-driven market?**
- **What you need to know about targeting post 80s and 90s?**
- **Players in China are facing a fierce battle against imported products**

It has so far proven difficult to introduce more steps into the Chinese haircare routine, thus manufacturers are focusing on premiumisation, which is the key driver of the market now. Manufacturers are leveraging different strategies to justify premium prices, with local brands focusing on ingredient themes such as silicon-free, amino acids etc, while international brands developing advanced technology and acquiring niche brands to enrich their product ranges.

Market players are however facing more challenges from imported products, especially those from South Korea and Japan. The competitive advantages of Chinese players are distribution and price rather than product itself, which should be an improvement priority.

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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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## Table of Contents

### Overview

What you need to know  
 Covered in this Report  
 Excluded  
 Definition used in this Report  
 Product definitions  
 Subgroup definitions

### Executive Summary

The market  
 Steady moderate growth for the highly penetrated category  
 Figure 1: Best- and worst-case forecast of total value sales of haircare market, China 2011-21  
 Conditioner/treatment lead the growth of haircare category  
 Figure 2: Annual growth rate by segment, China, 2014-16  
 Key players  
 Figure 3: Leading companies in haircare market by value share, China 2015-16  
 The consumer  
 Deep cleansing is still a basic need  
 Figure 4: Hair concerns, November 2016  
 Leave-on products almost catch up the penetration of conditioners  
 Figure 5: Product usage, November, 2016  
 Chinese consumers need guidance  
 Figure 6: Barriers to using conditioner/treatment products, November, 2016  
 Ingredients are more important for shampoo  
 Figure 7: Important claims of shampoo and conditioner, November 2016  
 Strong competition from imported products  
 Figure 8: Country of purchased products, November 2016  
 Advanced technology and premium image are key strengths for South Korea & Japan haircare products  
 Figure 9: Reasons for purchasing from various countries, by China, South Korea and Japan, November 2016  
 What we think

### Issues and Insights

A manufacturer-driven rather than a consumer-driven market?  
 The facts  
 The implications  
 What you need to know about targeting post 80s and 90s?  
 The facts  
 The implications

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Players in China are facing a fierce battle against imported products

The facts

The implications

## The Market – What You Need to Know

Slightly slow but sustained growth in the next five years

Premiumisation brings momentum to the market

Conditioners and treatments are driving growth

## Market Size and Forecast

Gradual growth for a highly penetrated category

Figure 10: Best- and worst-case forecast of total value sales of haircare market, China 2011-21

## Market Factors

Premiumisation across segments

Figure 11: Average price in RMB of new haircare products, China, 2015-16

Segmented markets are trying to create more needs

Figure 12: Counter of Rene Furterer in department store in Shanghai, 2016

Failure to boost penetration of niche products

Figure 13: Education of haircare routine by Seeyoung and Rene Furterer, 2016

## Market Segmentation

Conditioner and Treatment lead growth in the haircare category

Figure 14: Market size and annual growth rate, by segment, China, 2011-16

Figure 15: New product launches in haircare category, by launch type, China, 2016

Figure 16: Top ten claims in new haircare product launches, by segment, China, 2016

## Key Players – What You Need to Know

New players challenging market leaders

Brands regard acquisition as a shortcut to extending consumer groups

Natural and free-from claims becoming a 'given'

Marketing to post 80s and 90s becomes a brand focus

## Market Share

International brands dominate the market but challenges ahead

Figure 17: Leading companies in haircare market by value share, China 2015-16

Facing more competition from overseas

Figure 18: Custom data of imported haircare value sales, 2014-16

Nova in the market

Figure 19: Ginger variant of Seeyoung, China, 2016

Figure 20: Luise variant of Nattitude, China, 2016

What are the big players doing?

Innovations around hot topics

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Figure 21: New shampoos with silicon-free claim, China, 2016

Targeting young consumers via creative marketing

Enrich product offerings by acquisition

Figure 22: New shampoo of Ultra Doux, China, 2016

## Competitive Strategies

New product lines to promote natural/free-from concepts

Continuous consumer education

## Who's Innovating?

China vs mature markets

Figure 23: Top claims in new haircare product launches, by China, Japan, South Korea, US and UK, 2016

Trends in China market

Figure 24: Top claims in new haircare product launches in China, 2015-16

Innovations worth knowing in 2016

Scalp care in hair treatment sees trend of premiumisation

Figure 25: Price index of new haircare product launches with scalp care claim against all new haircare products, by segment, China, 2015-16

Figure 26: New haircare products for scalp care, France and Japan, 2016

Deep cleansing through detoxing

Figure 27: New haircare products with detoxing claim, Germany and France, 2016

Leave-on oil delivers good moisturising impression

Figure 28: New haircare products with oil, China and France, 2016

DIY kit is suitable for Millennials

Figure 29: New haircare products in DIY kit, China and France, 2016

Innovative packaging of leave-on products

Figure 30: New haircare products for night, Indonesia and Singapore, 2016

## The Consumer – What You Need to Know

Itchy scalp and greasy hair are becoming top hair issues

Dandruff is less of a concern, but anti-dandruff is still the top benefit sought for shampoo

Females adopting conditioner/treatment products while males focus on hair cleaning

Potential for leave-on products

External damage gains awareness, and highlights scalp care opportunities

Twentysomethings are key targets of conditioners/treatments, but more education is needed

Imported products from South Korea and Japan offer advanced technology and premium image

## Hair Concerns

Top hair problems suggest demand for deep cleaning

Figure 31: Hair concerns, November 2016

Recognising hair damage from environmental pollution

Figure 32: Hair concerns of 'damage from the environment', by consumers with top five air concerns, November 2016

Anti-dandruff no longer a priority among females

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Figure 33: Hair concerns, November 2016 vs October 2015

Needs on haircare are quite different by demographics

Figure 34: Hair concerns, by gender, November 2016

Consumers in tier one cities are suffering more hair issues

Figure 35: Number of hair concerns, by city tier and monthly household income, November 2016

### Product Usage

Leave-on products almost equal the penetration of conditioners

Figure 36: Haircare product usage in the last six months, November, 2016

No significant growth in penetration in tier one cities

Figure 37: Hair product usage in the last six months in tier one cities, November, 2016 vs October 2015

The gender divide in conditioners/treatments

Figure 38: Hair product usage in the last six months, by gender, November, 2016

Younger consumers adopting more product types

Figure 39: Number of hair product used in the last six months, by gender and age, November 2016

External damage highlights scalp protection opportunity

Figure 40: Hair product usage in the last six months, by hair concerns, November, 2016

### Barriers to Using Conditioner/Treatment Products

Chinese consumers are not as sophisticated as you think

Figure 41: Barriers to using conditioner/treatment products, November, 2016

Twentysomethings are more patient in conditioners/treatments but less knowledgeable

Figure 42: Barriers to using conditioner/treatment products, by age, November, 2016

### Important Claims

Different focuses for shampoo and conditioner

Figure 43: Important claims of shampoo and conditioner, November 2016

Silicon-free lacks impetus among males

Figure 44: Important claims of shampoo, by demographic, November 2016

Anti-dandruff is a still basic need for hair cleaning

Figure 45: Important claims of shampoo and other hair cleaning products, November 2016

Moisturising/hydrating is the top claim for conditioners/treatments

Figure 46: Important claims of conditioner and other conditioner/treatment products, November 2016

### Country of Purchased Products

South Korea and Japan are the biggest countries for imported haircare products

Figure 47: Countries of purchased products, November 2016

Superior conditioner/treatment products are strengths for South Korea and Japan

Figure 48: Country of purchased product, by users of different product types, November 2016

Imported products from South Korea and Japan appeal to 20s most

Figure 49: Country of purchased product, by demographic, November 2016

### Reasons for Purchasing Imported Products from Different Countries

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South Korean & Japanese products win by advanced technology and premium perception

Figure 50: Reasons for purchasing from various countries, by China, South Korea and Japan, November 2016

South Korea products benefit from K-Pop

Figure 51: Top five differentiating reasons for purchasing from various countries, by South Korea and Japan, November 2016

### Meet the Mintropolitans

MinTs have higher awareness of hair issues

Figure 52: Hair concerns, by consumer segmentation, November 2016

MinTs are more willing to use conditioner/treatment products

Figure 53: Product usage, by consumer segmentation, November, 2016

MinTs look into ingredients when selecting treatment products

Figure 54: Important claims of treatment products, November 2016

### Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

### Appendix – Market Size, Segmentation and Forecast

Figure 55: Total value sales of haircare market, China 2011-20

Figure 56: Value sales of haircare market, by segment, China 2011-21

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