

## Shampoo, Conditioner and Hairstyling Products - US - March 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The shampoo, conditioner, and hairstyling products market continues to experience slow, yet steady growth, benefiting from strong shampoo and conditioner sales. However, damage concerns have some consumers skipping daily washing in lieu of dry shampoo."

-  
**Olivia Guinaugh, Home & Personal Care Analyst**

This report looks at the following areas:

- Daily usage of hair products is declining
- Older adults stick with the same products, particularly mainstream products
- Changing landscape challenges leading companies, but benefits emerging players

Given that conditioner and hairstyling product usage is reliant on frequency of shampooing, less washing can lead to longer purchase cycles, slowing category growth. Still, natural products using familiar ingredients and customized options based on gender and lifestage offer growth potential."

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The market

Figure 1: Total US sales and fan chart forecast of shampoo, conditioner, and hairstyling products, at current prices, 2013-23

The issues

Daily usage of hair products is declining

Figure 2: Daily usage of select haircare products, February 2018 and December 2018

Older adults stick with the same products, particularly mainstream products

Figure 3: Select shopping behavior and attitude toward shampoo, conditioner, and hairstyling products, by adults aged 55+, December 2018

Changing landscape challenges leading companies, but benefits emerging players

Figure 4: Market share of shampoo, conditioner, and hairstyling products, by select companies, 2017 and 2018

The opportunities

Concerns around frequent washing give dry shampoo usage a boost

Figure 5: Use dry shampoo a few times a week, February 2018 and December 2018

Young adults and women express strong interest in unique ingredients

Figure 6: Usage and interest in select ingredients, by age and female, December 2018

Brands can capitalize on distinct hair concerns and needs

Figure 7: Select hair concerns, by hair type, December 2018

What it means

### The Market – What You Need to Know

Market expected to maintain steady growth through 2023

Shampoo dominates haircare market

Hair type and gender reveal differences in hair concerns

### Market Size and Forecast

Market expected to maintain steady growth through 2023

Figure 8: Total US sales and fan chart forecast of shampoo, conditioner, and hairstyling products, at current prices, 2013-23

Figure 9: Total US retail sales and forecast of shampoo, conditioner, and hairstyling products, at current prices, 2013-23

### Market Breakdown

Shampoo dominates haircare market

Figure 10: Share of US retail sales of shampoo, conditioner, and hairstyling products, by segment, at current prices, 2018

Figure 11: Total US retail sales and forecast of shampoo, conditioner, and hairstyling products, by segment, at current prices, 2013-23

### Market Perspective

Hair type influences hair concerns

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Figure 12: Hair concerns, by hair type, December 2018

Gender reveals differences in hair concerns

Figure 13: Hair concerns, by gender, December 2018

## Market Factors

US population continues to become more diverse

Figure 14: Distribution of generations by race and Hispanic origin, 2018

An aging population can lead to market challenges

Figure 15: Population aged 18 or older, by age, 2013-23

## Key Players – What You Need to Know

Changing landscape challenges leaders but supports emerging brands

Natural, celebrity, and dry shampoo brands see gains

Preference for natural hair styles causes styling products sales to slow

Waterless, portable formats appeal to the eco-conscious and transumers

## Company and Brand Sales of Shampoo, Conditioner, and Hairstyling Products

Changing landscape challenges leaders but helps emerging brands

J&J experiences strongest gains

Manufacturer sales of shampoo, conditioner, and hairstyling products

Figure 16: Sales of shampoo, conditioner, and hairstyling products, by company, 2017 and 2018

## What's Working?

Natural brands see gains thanks to healthy halo

Figure 17: Multi-outlet sales of OGX products, by segment, rolling 52 weeks 2017 and 2018

Celebrity hairstylist and influencer launches successful haircare line

Concerns around frequent washing give dry shampoo sales a boost

## What's Struggling?

Preference for natural hair styles causes styling products sales to slow

## What's Next?

Waterless, portable formats appeal to the eco-conscious and transumers

Hemp haircare takes the spotlight

## The Consumer – What You Need to Know

Usage of regular shampoo is universal, but being used less frequently

Regular conditioner usage is high, yet lower than regular shampoo

Traditional styling products experience heaviest usage

Treatments experience limited usage occasions

Adults take routine-driven approach and are motivated by convenience

Adults are skeptical toward premium, concerned with frequent washing

Familiar ingredients benefit from health perceptions and drive interest

## Usage of Shampoo and Benefits Sought

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## Usage of regular shampoo is universal, but being used less frequently

Figure 18: Usage of shampoo, December 2018

Figure 19: Usage frequency of shampoo products, February 2018 and December 2018

## Men wash daily, while women wash a few times a week

Figure 20: Usage frequency of any shampoo (net), by gender, December 2018

## Frequent washing concerns drives usage of dry shampoo among young adults

Figure 21: Usage of shampoo, by age, December 2018

## Frequent washing is not necessary for Black adults

Figure 22: Usage frequency of any shampoo (net), by race and Hispanic origin, December 2018

## Hair concerns influence benefits sought in shampoo

Figure 23: Benefits sought in shampoo, December 2018

## Women seek a variety of benefits, men want shampoo made for them

Figure 24: Select benefits sought in shampoo, by gender, December 2018

## Positive customer reviews impact young adults

Figure 25: Select benefits sought in shampoo, by age, December 2018

## Black adults seek benefits that address their unique hair concerns

Figure 26: Select benefits sought in shampoo, by race and Hispanic origin, December 2018

## Usage of Conditioner and Benefits Sought

### Regular conditioner usage is high, yet lower than regular shampoo

Figure 27: Usage of conditioner, December 2018

### Usage frequency of shampoo dictates conditioner usage

Figure 28: Usage frequency of conditioner products, February 2018 and December 2018

### Daily usage of conditioner is driven by men

Figure 29: Usage frequency of any conditioner (net), by gender, December 2018

### "Wash day" dictates Black adults' usage of hair products

Figure 30: Usage frequency of any conditioner (net), by race and Hispanic origin, December 2018

### It is crucial for conditioners to strengthen hair

Figure 31: Benefits sought in conditioner, December 2018

### Brand and reviews influence men; women seek protection benefits

Figure 32: Select benefits sought in conditioner, by gender, December 2018

## Usage of Hairstyling Products and Benefits Sought

### Traditional styling products experience heaviest usage

Figure 33: Usage of hairstyling products, December 2018

### Women use a variety of products

Figure 34: Usage of hairstyling products, by gender, December 2018

### Men drive usage frequency of styling products

Figure 35: Usage frequency of hairstyling products, February 2018 and December 2018

### Washing habits impact men and women's usage of styling products

Figure 36: Usage frequency of any styling product (net), by gender, December 2018

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## Adults aged 18-24 limit styling product usage for natural hair styles

Figure 37: Usage of hairstyling products, by age, December 2018

## Black adults drive usage of styling gel

Figure 38: Usage of hairstyling products, by race and Hispanic origin, December 2018

## Styling products: the more benefits, the better

Figure 39: Benefits sought in hairstyling products, December 2018

## Masculine styling products present opportunities

Figure 40: Importance of hairstyling products designed for my gender, by gender, December 2018

Figure 41: MULO sales of Dove Men + Care and Suave Professionals Men's hairstyling gel/mousse, rolling 52 weeks 2017 and 2018

## Hispanics are brand-driven, natural ingredients are a must for Black adults

Figure 42: Select benefits sought in hairstyling products, by race and Hispanic origin, December 2018

## Usage of Hair Treatments

### Treatments experience limited usage occasions

Figure 43: Usage of treatments, December 2018

Figure 44: Usage frequency of treatments, February 2018 and December 2018

### Women drive treatment usage, but there are opportunities to reach men

Figure 45: Usage of treatments, by gender, December 2018

### Hydration concerns impact Black adults' usage of hair treatments

Figure 46: Usage of treatments, by race and Hispanic origin, December 2018

Figure 47: Usage frequency of any hair treatment (net), by race and Hispanic origin, December 2018

## Shopping Behaviors

### Adults take routine-driven approach and are motivated by convenience

### Environmental concerns remain niche, but can help brands stand out

Figure 48: Shopping behaviors, December 2018

### Men are motivated by convenience

Figure 49: Select shopping behaviors, by gender, December 2018

### Older adults are routine-driven younger adults take eco-friendly approach

Figure 50: Select shopping behaviors, by age, December 2018

## Attitudes and Behaviors toward Shampoo, Conditioner, and Hairstyling Products

### Adults are skeptical toward premium, concerned with frequent washing

### People need a reason to commit to a brand regimen

### Customized products can help confused category users

Figure 51: Attitudes and behaviors toward shampoo, conditioner, and hairstyling products, December 2018

### Women have concerns around frequent washing

Figure 52: Select attitudes and behaviors toward shampoo, conditioner, and hairstyling products, by gender, December 2018

### Engaging with 18-24 year olds presents opportunities

Figure 53: Select attitudes and behaviors toward shampoo, conditioner, and hairstyling products, by age, December 2018

### Black and Hispanic adults see value in hair regimens

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Figure 54: Select attitudes and behaviors toward shampoo, conditioner, and hairstyling products, by race and Hispanic origin, December 2018

## Usage and Interest in Ingredients

Adults express strong interest in familiar ingredients

Figure 55: Usage and interest in ingredients, December 2018

Women and younger adults are open to trying unique ingredients

Figure 56: Usage and interest in select ingredients, by gender and by age, December 2018

Black adults seek familiar ingredients

Figure 57: Usage and interest in select ingredients, by race and Hispanic origin, December 2018

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

## Appendix – The Market

Figure 58: Total US retail sales and forecast of shampoo, conditioner, and hairstyling products, at inflation-adjusted prices, 2013-23

Figure 59: Total US retail sales of shampoo, conditioner, and hairstyling products, by segment, at current prices, 2016 and 2018

Figure 60: Total US retail sales and forecast of shampoo, at current prices, 2013-23

Figure 61: Total US retail sales and forecast of conditioner, at current prices, 2013-23

Figure 62: Total US retail sales and forecast of hairstyling products, at current prices, 2013-23

Figure 63: Total US retail sales of shampoo, conditioner, and hairstyling products, by channel, at current prices, 2013-18

Figure 64: Total US retail sales of shampoo, conditioner, and hairstyling products, by channel, at current prices, 2016 and 2018

## Appendix – Key Players

Figure 65: Multi-outlet sales of shampoo, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 66: Multi-outlet sales of conditioner, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 67: Multi-outlet sales of hairstyling products, by leading companies and brands, rolling 52 weeks 2017 and 2018

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