

# Shampoo, Conditioner and Hairstyling Products: Incl Impact of COVID-19 - US - April 2020

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“As the majority of Americans shelter-in-place and limit their interactions outside the home due to the COVID-19 pandemic, hair washing and styling becomes less of a priority, leading to less frequent washing and longer purchase cycles. As a result, the haircare market is expected to take a short-term hit in 2020.”

– Clare Hennigan, Senior Beauty Analyst

This report looks at the following areas:

Once safety measures are lifted, typical washing and styling routines will likely fall back into place, leading to market recovery. In fact, a greater focus on health and hygiene may boost hair washing frequency, and create opportunities for new innovations surrounding hair sanitization.

- The impact of COVID-19 on consumer behavior and the shampoo, conditioner and hairstyling market
- How the haircare market will fare the post-COVID-19 slowdown
- Product usage trends among key consumer groups
- Consumer interest in innovation and product claims

With the majority of Americans under stay-at-home orders due to COVID-19, hair washing and styling frequency may decline short-term as consumers limit exposure to others and priorities shift. However, as restrictions lift consumers will fall back into their typical haircare routines. Looking ahead, haircare will continue to play a vital role in hygiene routines and in supporting self-esteem.

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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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