



Black Haircare: Incl Impact of COVID-19 - US - August 2020

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This report looks at the following areas:

- The impact of COVID-19 on Black consumer behavior and the haircare market.
- Why Black consumers' economic status will rebound later than most workers.
- Expectations for Black consumer spending during re-emergence and recovery.
- Black consumer product preferences, performance expectations and who influences them to buy.

Hair is important to Black consumers. It is the foundation to their style, identity and how they choose to present themselves when out in the world. Black consumers are internally driven in shaping their unique style, but they also look to influencers to solidify their haircare, from product choices to maintenance methods. Brands are following the consumers' lead in creating new solutions that address their primary haircare goal – hair health. Chasing hair health as a goal, plus the expectation to achieve the best style possible at home, will prove that this target will remain a solid consumer with some spending adjustments amidst lifestyle changes due to COVID-19 and an unprecedented economic recession.



"A majority of Black consumers say that their priorities about their appearance have not changed during the pandemic, which gives insight into their regard for personal style. Hair is foundational to Black consumers' looks, so they will continue to buy haircare products during lean economic times."

– Toya Mitchell, Senior Multicultural Analyst

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THE MARKET – KEY TAKEAWAYS

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