

## Women's Haircare - UK - March 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Women’s haircare continues on a downward trajectory when it comes to value sales, with the styling segment in particular suffering losses. Hair health is paramount to women, impacting haircare behaviours through a reduction in frequency of washing and styling hair.”  
– **Roshida Khanom, Category Director BPC**

This report looks at the following areas:

- **Styling should look to older women for growth**
- **Approach health through hormonal haircare**
- **Naturalness needs a new approach**

The women’s haircare category saw a 1% value decline in 2019 reaching £1.37 billion as women drop out of the styling segment in a bid to care for their hair as well as follow trends for more natural styles. Indeed, the styling segment saw a 4% value decline in 2019 as 40% of female haircare users styled their hair less frequently in the last year.

Hair health is paramount in this category, and women want their haircare and styling routines to promote the health of their hair. However, price remains the biggest purchase factor, with 65% of female haircare buyers determining their choice of haircare products on the price of products, posing challenges for value growth in the category.

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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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- Overall usage shows little change
- Women favour a less is more approach
- Extending the 'dry' segment could have opportunities
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Ease is essential

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It's all about the money

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