

# Haircare - China - January 2021

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## This report looks at the following areas:

- Consumers' usage of haircare products
- What to include when building good shampoo usage experience
- How to attract scalp care attention
- Consumers' interests in hair caring benefits
- How to drive trials
- Consumers' attitudes towards haircare

China's haircare market saw another year of steady growth in 2020, supported by a broad consumer base and consumers' growing attention towards caring for their hair, plus the increase in adopting more kinds of caring products and the function upgrades. Future opportunities lie in the continuation of concepts and trends blurring from the heated skincare market to channel caring function trade-ups, as well as consumers' growing attention to their scalp health which is expanding haircare routines, product usage and re-energising near-saturated segments, such as shampoo.



"Consumers are growing into function driven for haircare products, where caring features are taking the lead."

- Anne Yin, Research Analyst

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- Offer solutions for hair/scalp health restoration and maintaining
- The facts
- The implications

#### THE MARKET – KEY TAKEAWAYS

- Steady growth in 2020
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