



# Black Haircare - US - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the Black haircare market.
- How brands can support Black consumers' holistic wellness.
- Current hairstyling trends and opportunities.
- Shifts in Black haircare routines.



“Black consumers continue to be disproportionately economically impacted by COVID-19. Although the pandemic has driven some trading-down behaviors, consumers have remained engaged in the space by taking a DIY approach to routines and by prioritizing hair health.”

– Senior Analyst, Mintel

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