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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Easy-going Erica
Lively Layla
Natural Nicole
Distinctive Derek

What’s included
Executive Summary
Full Report PDF
Infographic Overview
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Did you know?
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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