

Shampoo, Conditioner and Hairstyling Products - US - April 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the shampoo, conditioner and hairstyling market.
- How a K-shaped recovery is impacting the haircare market.
- How brands in the space are renovating offerings to solve new lifestyle needs.
- Hair washing and styling benefits sought.

In spite of COVID-19-related disruptions, the haircare market was able to stave off major losses thanks to the functional and hygienic nature of the category. However, the pandemic did still have a profound impact on routines and how consumers engage in the space. While limited social interactions drove down the need/desire to use hairstyling products, an intensified need for self-care and a desire to improve hair health spurred conditioner usage. As we continue to navigate re-emergence, expect a continued focus on both mental and hair health – giving rise to functional ingredients and opening doors for brands to develop haircare products that offer both physical and emotional benefits.



“The stress, anxiety and health concerns spurred by the pandemic had a varied impact on haircare routines and product usage. A desire to support both mental and hair health saw consumers approach their routines with a self-care lens. At the same time, fewer social occasions and remote work/school life drove down usage of hairstyling products.”

– Clare Hennigan, Senior Beauty Analyst

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