

# Black Haircare - US - 2022

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- Natural hair texture and hairstyles worn
- Haircare products and styling tools purchased
- Haircare product purchase location
- Influence of social media on Black haircare
- Attitudes toward hair and style

Haircare brands have a strong claim to stake in their role in personal identity. 71% of Black American adults agree their hair is important in creating their overall look, indicating hair products go beyond nice-to-have beauty/hygiene helpers to being essential tools in establishing and communicating oneself to the wider world. This fact should serve as a cornerstone of product marketing to encourage consumer engagement and investment and help curb cutbacks amid a time of economic uncertainty.

More than three quarters of Black women (77%) say hair is most important in creating their overall look, compared to fewer than a third (31%) who say their look is not complete until they apply makeup. This points both to hair's dominant role in personal identity, and the opportunity for haircare brands to help consumers establish and achieve their look. To this end, more than half of women age 18-54 who shop the category purchase 5+ types of haircare products, making them a clear target demographic. Young men express interest in trying new styles, making them an audience for education efforts.

Hair health and clean/natural positioning will be the way forward to for brands in the near future. 81% of Black adults say healthy hair is the ultimate beauty accessory, suggesting that emphasizing a product's role in achieving healthy hair will carry appeal beyond style-related positioning. What's more, the majority of category participants (55%) look for clean/natural haircare products and 60% research products to avoid harmful chemicals, pointing to natural positioning as a market differentiator.



“Haircare products straddle multiple identities, with some products viewed as purchase essentials, and others as nice-to-haves. Amid this inflationary period during which shoppers are spending conservatively, brands will want to stake the claim that their full repertoire is seen as essential to personal hygiene and personal identity.”

– Courtney Rominiyi,  
Multicultural Analyst

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