

Women's Haircare - UK - 2022

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This report looks at the following areas:

- Usage of women's haircare and styling products in the last 12 months.
- Purchase of women's haircare and styling products in the last 12 months.
- Purchase intentions of women's haircare and styling products in the next 12 months.
- Interest in innovation in women's haircare and styling products.
- Attitudes towards women's haircare and styling products.

66% of female buyers of haircare/styling products would like support in finding the right product for them, indicating that there is a gap in understanding and therefore an opportunity for brands to support with services that advise.

Inflation/supply chain issues will see many women cutting back on spend in BPC. However, women's haircare offers an affordable luxury, and value growth during the last economic recession indicates that the category will continue to demonstrate resilience.

A threat for women's haircare is that the over-55s are less engaged in terms of usage in the category. This demographic are using a limited repertoire of products, with formats such as heat protection or hair treatment products struggling to attract usage amongst this group.

An opportunity in women's haircare is catering for priorities around scalp health, with 24% of female haircare/styling buyers interested in products that protect their scalp. With prestige skincare brands entering the haircare space, the two categories will continue to align in terms of ingredients, for example. Brands can tap into this opportunity through seeking inspiration from skincare, and tailoring NPD to meet interest in products that protect the scalp microbiome.



"Women's haircare showed strong value growth in 2021, boosted by the styling segment which benefited from the return of social occasions. Hair health priorities will continue to drive a preference for treatment products, while scalp health remains an area of interest."
 – Maddie Malone, Beauty and Personal Care Analyst

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