

Haircare - China - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Market overview and growth of haircare market
- Competitive landscape and new product trends in China's haircare market
- Product usage of different types of haircare products
- Used benefit of shampoo
- Consumers' interest in personalised haircare
- Haircare behaviours and attitudes towards haircare

Although 75% of Chinese consumers prefer multi-functional haircare products, it does not offset consumers' movement in adopting multiple steps in their haircare routine, showing consumers in China's haircare market are enthusiastic and demanding, and brands could approach them from both ways. Furthermore, demanding consumers have contributed to an increased repertoire and increased proportion of heavy users who have used more than five types of haircare products (from 5% in 2020 to 10% in 2021 among the 18-49 age group), which eventually drove the market's expansion in 2021.

Though more women are heavy users, men's progress in hair/scalp cleansing usage is encouraging, which meanwhile requires brands to tap into men's demand by serving convenient solutions, such as 2-in-1 shampoo & conditioner, dry shampoo and hair growth products.

However, as consumers' needs become more precise and fragmented, it is not easy for brands to figure out emerging opportunities, such as personalised solutions for different hair textures and convenient haircare solutions (leave-in products), if they are not closely connected with consumers. Thus, it nudges brands to be more engaging with consumers in the stages of product development and communication; otherwise, brands are likely to lose appeal in new product launches and finally lose market presence.



"Growth of China's haircare market is driven by consumers' fragmented needs for better haircare solutions, which eventually resulted in premiumisation and increased repertoire."

– Yali Jiang, Senior Analyst

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