

Shampoo, Conditioner and Hairstyling Products - US - 2022

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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 products market
- How usage trends impact the shampoo, conditioner and hairstyling products market
- How category players are innovating offerings to stand out from the competition
- What consumers want from category players and why

Unlike previous generations, younger men are taking extra steps in their BPC routine to enhance their appearance; nearly 60% of men aged 18-34 are blow drying their hair as a part of their regular haircare routine.

While price hikes due to inflation could lead some shoppers to trade down to less-expensive options, category players that are open and transparent with consumers about price increases could earn long-term loyalty.

In addition to the rise of savvy shopping behaviors due to economic upheaval, private label brands are increasingly taking steps to improve quality and compete with more mid-tier brands, intensifying competition within the market.

On-trend hairstyles are giving hairstyling products a boost in usage; many popular hairstyles need hold or structure from a variety of styling products.



“The shampoo, conditioner and hairstyling products market has shown slow yet steady growth since 2017. Although pandemic disruptions didn’t lead to a massive decline across the market, COVID-19 still had an impact. However, thanks to COVID-19 vaccines, social gatherings are starting to resume, allowing typical haircare behaviors to return.”
– Olivia Guinaugh, Sr Beauty & Personal Care Analyst

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Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**

Figure 1: Total US sales and fan chart forecast of shampoo, conditioner and hairstyling products market, at current prices, 2016-26

Figure 2: Category outlook, 2022-27

- **Opportunities and challenges**
- **Capitalize on current hairstyle trends**
- **Elevate sustainability initiatives to align with consumer demand**
- **Solidify loyalty with adults aged 18-44 with solid formats**
- Figure 3: Interest in shampoo/conditioner bars, by age, 2022
- **Growing concerns over inflation will accelerate value-driven behaviors**
- **Reach key audiences through TikTok**
- **Make it convenient for consumers to maintain hair health post-pandemic**
- **Key consumer insights**

MARKET SIZE AND FORECAST

- **Haircare market is expected to maintain a slow, yet steady growth pace**

Figure 4: Total US sales and fan chart forecast of shampoo, conditioner and hairstyling products market, at current prices, 2016-26

Figure 5: Total US retail sales and forecast of shampoo, conditioner and hairstyling products, at current prices, 2016-26

SEGMENT PERFORMANCE

- **Hairstyling products make a comeback**
- **Shampoo and conditioner remain strong players**

Figure 6: Total US retail sales and forecast of shampoo, conditioner and hairstyling products, by segment, at current prices, 2016-26

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MARKET FACTORS

- **Rising inflation rates will accelerate value-driven behaviors**

Figure 7: Consumer Price Index change from previous period, 2007-22

- **Earn long-term loyalty by being transparent about price hikes**
- **The Russia and Ukraine conflict adds fuel to economic insecurity**

Figure 8: Global launches of BPC products with sunflower oil*, by category, 2017-22

- **Brands demonstrate their support for Ukraine**

Figure 9: Instagram post from Deciem, 2022

Figure 10: LinkedIn post from Unilever, 2022

Figure 11: Twitter post from Soko Glam, 2022

MARKET SHARE/KEY PLAYERS

- **Unilever and P&G remain at the top of the leader board**
- **Demert Brands and Church & Dwight see gains, thanks to their iconic brands**

Figure 12: Instagram post from Amanda Lee, 2020

- **Private label turns in the strongest sales performance**
- **Sales of shampoo, conditioner and hairstyling products market by company**

Figure 13: Multi-outlet sales of shampoo, conditioner and hairstyling products, by leading companies, rolling 52 weeks 2021 and 2022

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Spark a change in the clean beauty conversation**

Figure 14: The Ordinary's Sulphate 4% Cleanser for Body and Hair, 2022

- **Olaplex takes an expert-driven approach to address concerns around liliol**

Figure 15: Twitter posts from Olaplex, 2022

- **Boost efficacy perceptions by incorporating skincare-inspired ingredients**

Figure 16: US haircare* launches with niacinamide, glycolic acid and/or hyaluronic acid, 2017-22

Figure 17: US haircare* and skincare products using peptides as an ingredient, 2017-21

- **Treat the scalp as an extension of skincare**

Figure 18: Instagram post from The Inkey List, 2021

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- **Elevate sustainability initiatives to align with consumer demand**
Figure 19: Eco-ethical claims in new haircare launches, 2018-22
Figure 20: Instagram posts from Love Beauty and Planet, 2021
Figure 21: Instagram posts from GEMZ, 2021
Figure 22: TikToks from PLUS, 2022
- **Provide clarity around product offerings' impact on the environment**
Figure 23: Cocokind's sustainability facts panel
- **Tap into #HairTok to reach key audiences**
Figure 24: #HairTok on TikTok, 2021
Figure 25: Instagram post about JVN haircare brand, 2021
- **Connect with consumers by offering a beauty experience in the virtual world**
Figure 26: Clinique's NFT
Figure 27: Instagram post from Drest, 2021

THE SHAMPOO, CONDITIONER AND HAIRSTYLING PRODUCTS CONSUMER – FAST FACTS

USAGE OF SHAMPOO AND CONDITIONER AND BENEFITS SOUGHT

- **Promote the convenience and added benefits of discretionary items**
Figure 28: Usage of shampoo and conditioner products, any shampoo (net) and any conditioner (net), 2022
- **Longer hairstyles on men create opportunities to expand product repertoires**
Figure 29: Usage of shampoo and conditioner products, by gender, 2022
- **Tap into the skinification trend to reach key audiences**
Figure 30: Usage of select shampoo and conditioner products, by age, 2022
- **Usage of alternative formats is driven by Black adults**
Figure 31: Usage of select shampoo and conditioner products, by race and Hispanic origin, 2022
Figure 32: TikTok from Nou, 2022
- **Consumers have higher expectations for conditioner than shampoo**
Figure 33: Benefits sought in hair cleanser and conditioner, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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USAGE OF HAIRSTYLING PRODUCTS AND BENEFITS SOUGHT

- On-trend hairstyles give hairstyling products a boost in usage**
Figure 34: Usage of hairstyling products, any hairstyling product (net), 2021-22
Figure 35: L'Oréal Paris space buns tutorial
- Appeal to women by offering multifunctional, reparative styling products**
Figure 36: Living Proof PHD Perfect hair Day 5-in-1 Styling Treatment
Figure 37: Usage of select hairstyling products, by gender, 2022
- Inject an element of fun into Black women's hairstyle routines**
Figure 38: Usage of select hairstyling products, by race and Hispanic origin, 2022
- Make hairstyling products more versatile**
Figure 39: Benefits sought in hairstyling products, 2022

USAGE OF HAIR TREATMENTS AND BENEFITS SOUGHT

- Position scalp treatments as an extension of skincare**
Figure 40: Usage of hair treatments, any hair treatment (net), 2021-22
- Educate men about the importance of scalp health**
Figure 41: Usage of select hair treatments, by gender, 2022
- Focus on hair growth and scalp health to better reach Black adults**
Figure 42: Usage of select hair treatments, by race and Hispanic origin, 2022
Figure 43: Instagram post from CURLS, 2022
- Make it convenient for consumers to maintain hair health post-pandemic**
Figure 44: Benefits sought in hair treatments, 2022
- Use tech innovations to help consumers monitor their hair health**

HAIR ROUTINES

- Take advantage of younger men's deeper engagement in BPC**
Figure 45: Blow dry my hair, part of my regular routine (net), by age and gender, 2022

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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PURCHASE CHANNEL AND RETAILERS SHOPPED

- **Provide a more enhanced and personalized shopping experience**
Figure 46: Purchase channel, 2022
- **Mass retailers are evolving their haircare aisles**
Figure 47: Retailers shopped, 2022
- **CVS and Walmart bring in more new, relevant and trendy haircare brands**
Figure 48: Instagram posts from Anomaly and Eva NYC, 2022

ATTITUDES AND BEHAVIORS TOWARD HAIRCARE

- **Enhance haircare's association with holistic wellness**
Figure 49: Attitudes and behaviors toward haircare, 2022
Figure 50: Instagram post from Vegamour, 2022
- **Target hair loss treatments to both men and women**
- **Keep up with the evolving hair loss treatment space**
Figure 51: Select attitudes and behaviors toward haircare, by gender, 2022
- **Address hairstyling struggles through TikTok and influencers**
- **Balance convenience with self-care to better reach mature audiences**
Figure 52: Select attitudes and behaviors toward haircare, by age, 2022
- **Don't overlook younger adults when it comes to hair loss prevention**
Figure 53: Instagram posts from Hims and Hers, 2021-22

INTEREST IN INNOVATIONS

- **Tap into inside-out beauty trends to appeal to hair health-conscious adults**
Figure 54: Instagram posts from Nutrafol, 2022
Figure 55: Hims products on Walmart's website
Figure 56: Interest in haircare innovations and ingredients, 2022
- **Drive loyalty through customization**
Figure 57: Instagram post from Rthvi, 2022
- **Use solid formats to solidify loyalty with adults aged 18-44**
Figure 58: Interest in shampoo/conditioner bars, by age, 2022

INTEREST IN INGREDIENTS

- **Blur haircare with skincare**
Figure 59: Interest in ingredients, 2022

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Executive Summary

Full Report PDF

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Figure 60: Neutrogena Healthy Scalp Gentle & Soft Shampoo and Suave Hyaluronic Infusion Long-Lasting Hydrating Shampoo

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – THE MARKET

Figure 61: Total US retail sales and forecast of shampoo, conditioner and hairstyling products, at inflation-adjusted prices, 2016-26

Figure 62: Total US retail sales and forecast of shampoo, conditioner and hairstyling products, by segment, at current prices, 2016-26

Figure 63: Average annual household spending on shampoo, conditioner and hairstyling products, 2016-21

Figure 64: Total US retail sales of shampoo, conditioner and hairstyling products, by segment, at current prices, 2019 and 2021

Figure 65: Total US retail sales and forecast of shampoo, at current prices, 2016-26

Figure 66: Total US retail sales and forecast of shampoo, at inflation-adjusted prices, 2016-26

Figure 67: Total US retail sales and forecast of conditioner, at current prices, 2016-26

Figure 68: Total US retail sales and forecast of conditioner, at inflation-adjusted prices, 2016-26

Figure 69: Total US retail sales and forecast of hairstyling products, at current prices, 2016-26

Figure 70: Total US retail sales and forecast of hairstyling products, at inflation-adjusted prices, 2016-26

Figure 71: Total US retail sales of shampoo, conditioner and hairstyling products, by channel, at current prices, 2016-21

Figure 72: Total US retail sales of shampoo, conditioner and hairstyling products, by channel, at current prices, 2019 and 2021

Figure 73: US supermarket sales of shampoo, conditioner and hairstyling products, at current prices, 2016-21

What's included

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Figure 74: US drugstore sales of shampoo, conditioner and hairstyling products, at current prices, 2016-21

Figure 75: US sales of shampoo, conditioner and hairstyling products through other retail channels, at current prices, 2016-21

APPENDIX – COMPANIES AND BRANDS

Figure 76: Multi-outlet sales of shampoo, by leading companies and brands, rolling 52 weeks 2021 and 2022

Figure 77: Multi-outlet sales of conditioner, by leading companies and brands, rolling 52 weeks 2021 and 2022

Figure 78: Multi-outlet sales of hairstyling products, by leading companies and brands, rolling 52 weeks 2021 and 2022

What's included

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