

# Shampoo, Conditioners and Treatment Products - UK - April 2012

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“It seems that adults associate well groomed, frizz-free and glossy hair with confidence. Adults who buy shampoos which protect coloured hair, smooth, repair and moisturise are more very likely to feel more confident when their hair looks good. This offers an opportunity for brands to peg their marketing messages to confidence-related issues – in a similar fashion to how Dove associated its brand with feeling good about one’s body as part of its Campaign for Real Beauty.”

– **Brid Costello, Senior Beauty Analyst**

## In this report we answer the key questions:

- Do appearance and grooming take a back seat when consumers are strapped for cash?
- Is haircare one of the beauty industry’s ‘recession-proof’ categories?
- How important are price and promotions?
- In an already hyper-segmented market, where are the opportunities?

### Definition

This report includes:

**Shampoos:** All types of shampoo for washing hair including beauty or standard shampoos as well as anti-dandruff/medicated types. Shampoo is also segmented by hair type and by formulas for men and babies and children, Also includes two-in-one shampoo and conditioner.

**Conditioners and treatments:** Rinse-out and leave-in conditioners, intensive treatments such as hot oils, serums, masks and sprays.

Sales of conditioner through all retail outlets and sold by hair salons for home use.

### Excluded

Shampoos and conditioners used by hairdressers in salons are excluded from the market size of this report, as are hybrid shower gels/ shampoos (see Mintel’s reports on Soap, Bath and Shower Products) and prescription or OTC treatment shampoos for thinning hair.

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