

Haircare - China - June 2012

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"Over the last two decades, China's hair care market has grown into one of the world's largest, but is now experiencing smaller digit value growth, despite the continued rapid economic growth of the country. Historically, shampoo has dominated this market, both in terms of value sales and also in levels of penetration and frequency. However, it is now a mature category displaying the lowest rate of growth. The hair conditioner and treatments categories are in contrast, developing very quickly, and are playing an increasingly important role in the daily hair care regime. Hair colorants and styling agents have put in an unremarkable performance in recent years."

– Jiang Xinyi—Research Analyst

In this report we answer the key questions:

- How can brands and manufacturers make the most of the growing interest in scalp care products which are beginning to dominate China's hair care industry?
- Would an improvement in consumers' confidence in hair care products motivate more spending?
- What are the opportunities for growth in China's premium hair care segment?
- What are the opportunities for local small brands and new players in this current crowded marketplace?

Hair care covers five categories containing shampoo, conditioner, colorants, hair treatments, and hair styling agents. It includes all the unisex hair care products and products for men, women, and children, but excludes the professional sector or hairdresser sales to the consumer.

In this report, the hair care market in China consists of both local and imported products and has been divided into five segments, which are defined as follows:

- Shampoo: this includes all shampoos with or without conditioner
- Conditioners: this includes rinse-out conditioners
- Colorants: this includes permanent, semi-permanent, temporary and highlighter hair colorants
- Styling agents: this includes sprays, gels, cream, liquids and mousses
- Hair treatments: this includes intensive treatments products such as serums, hot oils, spray tonics, leave-in conditioner and hair masks

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