

Black Haircare - US - August 2013

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“Image is everything to Black consumers and they are keenly aware that hair plays a key role in how people view them. Today, Blacks are learning to embrace and love their hair. It is likely that natural hairstyles are here to stay, but an evolution of styles may be trending.”

– Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- The role and importance of hair to Black consumers
- How will the trend toward natural hair continue to influence the market?
- What role do men play in the Black haircare category?

African-Americans spend a tremendous amount of time and money on haircare products and buy multiple brands to achieve the look they want. If we were to look in the cabinets of African-American men and women, we'd find an overabundance of haircare products: Either they can't find the right product to suit their needs, or different products are needed to achieve different looks.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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