

Shampoo, Conditioner and Hair Treatment - China - April 2015

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"High product penetration of shampoo and wash-out conditioner in urban areas suggests that competition will become fierce in these two categories. Instead, new emerging segments including leave-on conditioners and hair masks have great sales growth potential in terms of conversion."

– Wenwen Chen, Senior Beauty & Personal Care Analyst

This report looks at the following areas:

- Hair treatment products will underpin the growth of haircare market
- Penetration is key to maintain market share in shampoo market
- Brand building is essential

Shampoo has seen a slowdown in value growth over the five years from 2009-2014 as a result of penetration reaching saturation point. Compared with the shampoo market, conditioner products still exhibit promising growth potential. Hair masks and, leave-on conditioner products will underpin the growth. Both categories have shown strong growth over the last five years from 2009-2014 especially for leave-on conditioner.

Slowing economic growth during 2014 has led to Chinese shoppers becoming more prudent in their spending on everyday goods. Therefore, competition will become fierce and both international and national players are under pressure to maintain their market share.

That said, the China haircare market is still highly concentrated. Compared with the shampoo market, conditioner products still exhibit promising growth potential. Hair masks and leave-on conditioner products will underpin growth.

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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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