

Men's Haircare - UK - March 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The men’s mass-market haircare category has continued to see value growth in 2017 as men show increased use of specialised products such as hair and scalp treatments, suggesting further opportunities for NPD.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

With the majority of men buying their own haircare products, engaging men in retail environments remains important, particularly as online retailers innovate in ways to attract this demographic.

- Little encouragement for men to trade up
- Ethics are important to men

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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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Usage of haircare products sees a rise
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