

Hair Care in the United Kingdom

April 2023

Table of Contents

Hair Care in the United Kingdom - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Salon professional hair care outperforms the overall category but faces challenges

Scalp care treatments see growing demand

Styling agents starting to evolve

PROSPECTS AND OPPORTUNITIES

After decline in 2022, volume sales of colourants set to rebound in 2023

Social media will influence spending habits

Established mass brands to benefit from premium features

CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2017-2022

Table 2 - Sales of Hair Care by Category: % Value Growth 2017-2022

Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 4 - NBO Company Shares of Hair Care: % Value 2018-2022

Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 6 - LBN Brand Shares of Hair Care: % Value 2019-2022

Table 7 - LBN Brand Shares of Colourants: % Value 2019-2022

Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 9 - LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 11 - Forecast Sales of Hair Care by Category: Value 2022-2027

Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 13 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

Beauty and Personal Care in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 14 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hair-care-in-the-united-kingdom/report.