

# Maximising Prospects in Hair Care

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## INTRODUCTION

Scope

Key findings

## GLOBAL OVERVIEW

Hair care sees growth recover in 2021

Premium leads growth while mass leads market value

Asia Pacific drives growth from low per capita spend

Sales in China dominated by shampoos

Self-care and salon shifts drive treatment sales

M&A activity in hair care is limited during the review period

Companies with strength in colourants see shares grow in 2020

E-commerce booms while department stores stagnate

Asia Pacific forecast to lead growth

Western Europe to see only marginal growth

## PURPOSE OVER PROFIT

Aligning with key trends key to future growth

Eco-anxiety drives demand for sustainability

Cruelty-free and recyclable packaging drive conscious hair care

Ethical demand varies by generation

Brand claims align with consumer demand

Marketing, initiatives and formulations drive inclusivity

Solid shampoo bars launched by mass-market Garnier

Dow caters to multicultural hair through The Most partnership

## DIGITALISATION AND PERSONALISATION

COVID-19 drives digitalisation

Advice, community and entertainment lead digitalisation

Technology access limits digitalisation

Personalisation to drive premiumisation

Personalisation fosters product development

Personalisation enters bricks-and-mortar

Amazon embraces phygital reality through its Amazon Salon

## BACK-TO-BASICS

Back-To-Basics incorporates self-care, efficacy and price hybridity

Brands aim to validate their efficacy

Ingredient transparency demand soars

Natural styles and food inspiration emerge

Molton Brown adopts vertical farming for ingredient supply

## HOLISTIC WELLNESS

Demand grows for health-led features

Hair concerns rooted in the scalp

“Skinification” extends to hair strands

Utilising ingestibles and topicals to target more holistic concerns

Future growth from ayurvedic and “emotional” hair care

P&G incubates scalp-led Kimea

## INVESTMENT PROSPECTS

Older consumers seek clinical, solution-based products

Younger consumers engage online with ethically aligned brands

Asia and cross category expansion solve stagnation

Functional and emotional value-added traits to drive focus on premium

## CONCLUSIONS AND RECOMMENDATIONS

Key recommendations

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