

# Shampoo, Conditioner and Hairstyling Products - US - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The shampoo, conditioner, and hairstyling product market is stable, posting steady gains of 2-3% on a yearly basis since 2011, with similar growth trends expected through 2019."  
- Shannon Romanowski, Senior Beauty & Personal Care Analyst

## This report looks at the following areas:

- Shampoo and conditioner sales continue to outgain styling products
- Women less engaged in styling product segment
- Shoppers struggle to see benefits of newer formats
- Focus on adults aged 25-34
- Diverse haircare population points to growth opportunities
- Promote consumer relevant benefits with new formats

Current hairstyle trends and consumer perceptions of having healthy hair are driving sales of conditioners, shampoo alternatives, and smoothing products. Looking forward, category growth will continue to be inspired by skincare trends as well as the growing diversity of haircare consumers.

### Definition

This report covers the US market for shampoo, conditioner, and hairstyling products, which is defined as follows:

- Shampoo, including anti-dandruff formulas and dry shampoo
- Conditioner, including leave-in and rinse-out products
- Hairstyling products including gel, mousse, cream, oil, putty, and other texturizers
- Hairspray/spritz

This report does not include hair color (see Mintel's Home Hair Color—US, February 2015) or other chemical treatments such as perms, relaxers, or keratin straighteners. In addition, this report only covers the at-home haircare market and does not include salon services.

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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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