

Women's Haircare - UK - March 2017

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“The women’s haircare sector has struggled to show growth in recent years as savvy shopping behaviours continue to take their toll, with the category showing value growth of just 0.3% in 2016. However, trends favouring natural hairstyles and textures, as well as women worrying about damaging their hair, are impacting washing and styling behaviours.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

- Styling sector struggles
- Damage concern is changing behaviours

The women’s haircare category has struggled to show growth in recent years as it continues to feel the impact of savvy shopping, discounting and competitive pricing. In 2016 the category showed minimal growth of 0.3% in value (to £1.394 billion), which was attributed to the strength of the prestige sector. With styling trends favouring natural hairstyles and textures, the mass-market styling sector in particular has suffered the greatest loss.

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The implications

Damage concern is changing behaviours

The facts

The implications

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