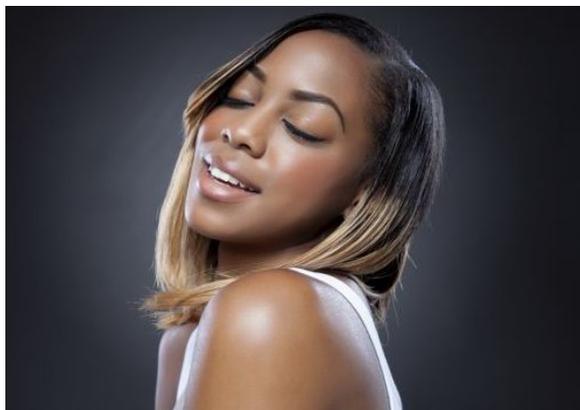


# Black Consumers and Haircare - US - August 2015

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

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"Haircare is perhaps one of the largest areas of consumer expenditures among Black consumers. Hair is an important part of Black consumers' image. With the variety of ways that Black consumers wear their hair come differences in their attitudes toward hair, the products they use, and their general outlook of the beauty category as a whole."

- Tonya Roberts, Multicultural Analyst

## This report looks at the following areas:

- Relaxers' loss is styling products' gain
- Targeted messaging is critical – Understanding Blacks more important than ever

This report provides an overview of the various subsegments that exist within the Black consumer market as it relates to the haircare and beauty industry. The focus of 2015 Black haircare report isn't on brands or specific product categories, rather this report delves deep into the mindset and attitudes of Black consumers, and the role their hair plays in shaping their image.

This report covers the US market for the following Black haircare product categories:

- Shampoo
- Conditioner
- Styling products
- Relaxers
- Home hair color

All other haircare-related products and services are excluded. To be specific, it does not include hair accessories (such as brushes, hair clips, hair pins, headbands) or wigs, weaves, and extensions. Services provided by haircare salons (or by paid individuals) as well as products sold through salons are also excluded from the market.

For the purposes of this report, Mintel includes estimates of total sales of specified haircare products to Black consumers regardless of whether the products are specifically formulated for them.

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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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Relaxers' loss is styling products' gain

Figure 1: Total US Black consumer haircare sales, by segment, at current prices, 2013 and 2015

Targeted messaging is critical – Understanding Blacks more important than ever

Figure 2: Attitudes toward overall appearance, by gender, April 2015

Figure 3: Overview of the four Black female haircare segments, April 2015

Figure 4: Overview of the three Black male haircare segments, April 2015

The opportunities

Reevaluate. Innovate. Reinvent

Finger on pulse makes perfect

What it means

### The Market – What You Need to Know

Black haircare sales forecast to increase 26% 2015-20

Styling products represent largest share and growth

Relaxer sales continue to decline, healthy hair is symbol of beauty

### Market Size and Forecast

Currently \$2.7 billion, Black haircare sales could reach more than \$4 billion by 2020

Figure 5: Total US Black consumer haircare sales and fan chart forecast, at current prices, 2010-20

Figure 6: Total US Black consumer haircare sales and forecast, at current prices, 2010-20

### Market Breakdown

Styling products driving growth – Accounts for twice the share compared with total haircare market sales

Figure 7: Category share of expenditures of black consumers for haircare products, by segment, at current prices, 2015

Figure 8: Total US Black consumer haircare sales and forecast, by segment, at current prices, 2010-20

Styling products grew by 26.8% between 2013-2015

Figure 9: Total US Black consumer haircare sales, by segment, at current prices, 2013 and 2015

No surprise...women more likely to use conditioner and styling products

Figure 10: Types of haircare products used, by gender, May 2014

### Market Factors

Salon sales, wig, weave and tools a TRUE mystery

Nearly all have bought haircare products from LBSS – An average of \$258

Figure 11: Amount spent on haircare products at a local beauty supply store in last six months and average annual amount spent, by gender, April 2015

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Trendy Naturalistas, Glam Artists, Trendy Urbane-ites spend big on hair

Figure 12: Average amount spent at local independent beauty supply stores, by haircare segment and gender, April 2015

Half of Blacks bought styling tools, wigs, or weave from LBSS – An average of \$210

Figure 13: Amount spent on styling tools at a local beauty supply store in last six months and average annual amount spent, by gender, April 2015

Trendy Urbane-ites spend more on tools and such than any segment – Male or female

Figure 14: Average annual amount spent on styling tools, wigs, weave, etc, by haircare segment and gender, April 2014

## Key Players – What You Need to Know

Market saturation means credibility can make or break brands

Green is the new Black...natural hair has sparked growth in more ways

## What's Working?

Ties to African heritage gain credibility

Figure 15: Top Black haircare brands used, by gender, May 2014

Dove Hair's campaign is inspiring...to some

Figure 16: Consumer reaction to Dove Hair's Love Your Curls campaign, 2015

MULO expansion of Black haircare products

Alternative relaxed styles and products

Got weave?

## What's Struggling?

Relaxers...it's time for brands to produce all-natural relaxers

Mainstream styling products may struggle with believability

Figure 17: Mainstream versus Black haircare brand usage, by haircare product, May 2014

## What's Next?

Color: The bolder the better...natural hair brings on a whole new level of confidence

As seen on the Tube

Niche...for Nick and little Nicky

## The Consumer – What You Need to Know

Appearances impact overall well-being, hair plays a major role

Some assembly required...different approaches needed to reach Blacks

Figure 18: Black advertising segments for haircare, April 2015

Seven distinct segments identified – Four female and three male

Figure 19: Overview of the four Black female haircare segments, April 2015

Figure 20: Overview of the three Black male haircare segments, April 2015

## Attitudes toward Beauty and Grooming

Appearance is crucial, first impressions are lasting impressions

Figure 21: Attitudes toward overall appearance, by gender, April 2015

## The Role of Hair in Self-Perceptions

Hair helps shape identity, women take their time doing it so they'll look their best

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Figure 22: Attitudes toward hair, by gender, April 2015

Women like trying new products and still searching for perfect brand

Figure 23: Attitudes toward haircare products, by gender, April 2015

You are what you wear – Blacks' personality shines through in their style

Figure 24: Words Black consumers use to describe their style and personality, April 2015

## Black Consumer Haircare Segments – Overview

Seven distinct segments identified, strong implications for brands

Figure 25: Distribution of seven Black haircare segments, by gender, April 2015

## Female Segment 1 – The Trendy Naturalista

Trendy Naturalistas – Young, single, culturally connected

Figure 26: Trendy Naturalista's (female) profile, April 2015

She lets her natural beauty shine – Inside and out

Figure 27: Trendy Naturalista's (female) attitudes toward natural hair, April 2015

Living in the moment and a big show off

Figure 28: Trendy Naturalista's (female) attitudes toward keeping up with hair trends, April 2015

She wants attention...but not too much

Figure 29: Trendy Naturalista's (female) attitudes toward hairstyles, April 2015

## Female Segment 2 – The Glam Artist

Young, Southern belles – Four in 10 are aged 18-24

Figure 30: Glam Artist's (female) profile, April 2015

Bodacious and confident – She's a trendsetter and doesn't even know it

Figure 31: Glam Artist's (female) attitudes toward keeping up with hair trends, April 2015

Going natural may be far in the horizon for Glam Artist

Figure 32: Glam Artist's (female) attitudes toward natural hair, April 2015

She likes variety, and takes her time to get it right

Figure 33: Glam Artist's (female) attitudes toward hairstyles, April 2015

## Female Segment 3 – Mother Naturale

A true lady...mature, seasoned – A silent force to be reckoned with

Figure 34: Mother Naturale's (female) profile, April 2015

Healthy hair is important to her, but for different reasons

Figure 35: Mother Naturale's (female) attitudes toward natural hair, April 2015

She dances to the beat of her own drum...determined, resourceful, independent

Figure 36: Mother Naturale's (female) attitudes toward hairstyles, April 2015

She's conservative, content, and not looking for acceptance

Figure 37: Mother Naturale's (female) attitudes toward keeping up with hair trends, April 2015

## Female Segment 4 – The Functionista

Functionistas reside on West coast primarily, less urban area

Figure 38: Functionista's (female) profile, April 2015

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## Natural hair isn't a goal. It's all about convenience

Figure 39: Functionista's (female) attitudes toward natural hair, April 2015

## Functionistas keep it simple and understated

Figure 40: Functionista's (female) attitudes toward hairstyles, April 2015

## She's not a show off. Staying on trend isn't important

Figure 41: Functionista's (female) attitudes toward keeping up with hair trends, April 2015

## Male Segment 1 – The Trendy Urbane-ite

### Young, urban and successful

Figure 42: Trendy Urbane-ite's (male) profile, April 2015

### A trendsetter – Impeccable, natural, image-conscious and likes to stand out

Figure 43: Trendy Urbane-ite's (male) attitudes toward natural hair, April 2015

Figure 44: Trendy Urbane-ite's (male) attitudes toward keeping up with hair trends, April 2015

Figure 45: Trendy Urbane-ite's (male) attitudes toward hairstyles, April 2015

## Male Segment 2 – The Natural Class-icon

### Mature and single...this guy believes healthy lifestyle is his biggest asset

Figure 46: The Natural Class-icon's (male) profile, April 2015

Figure 47: Natural Class-icon's attitudes toward natural hair, April 2015

### This man is classic – His style is iconic and conservative

Figure 48: Natural Class-icon's (male) attitudes toward hairstyles, April 2015

### The average Joe on the surface – Hair isn't part of his identity

Figure 49: Natural Class-icon's (male) attitudes toward keeping up with hair trends, April 2015

## Male Segment 3 – The Reinventionist

### Young, southern and potentially very powerful in more ways than one

Figure 50: Reinventionist's (male) profile, April 2015

### Reinventionists are adventurous and stand out – Being natural not a priority

Figure 51: Reinventionist's (male) attitudes toward natural hair, April 2015

### This guy has a very carefree attitude about his appearance and hair

Figure 52: Reinventionist's (male) attitudes toward keeping up with hair trends, April 2015

### A switch up artist...always reinventing his look

Figure 53: Reinventionist's (male) attitudes toward hairstyles, April 2015

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

## Appendix – Market

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### Total

Figure 54: Total US Black consumer haircare sales and forecast, at inflation-adjusted prices, 2010-20

Figure 55: Total US Black consumer haircare sales, by segment, at current prices, 2013 and 2015

### Styling products

Figure 56: US Black consumer styling product sales and fan chart forecast, at current prices, 2010-20

Figure 57: US Black consumer styling product sales and forecast, at current prices, 2010-20

Figure 58: US Black consumer styling product sales and forecast, at inflation-adjusted prices, 2010-20

### Relaxers

Figure 59: US Black consumer relaxer sales and fan chart forecast, at current prices, 2010-20

Figure 60: US Black consumer relaxer sales and forecast, at current prices, 2010-20

Figure 61: US Black consumer relaxer sales and forecast, at inflation-adjusted prices, 2010-20

### Shampoo

Figure 62: US Black consumer shampoo sales and fan chart forecast, at current prices, 2010-20

Figure 63: US Black consumer shampoo sales and fan chart forecast, at current prices, 2010-20

Figure 64: US Black consumer shampoo sales and forecast, at inflation-adjusted prices, 2010-20

### Conditioner

Figure 65: US Black consumer conditioner sales and fan chart forecast, at current prices, 2010-20

Figure 66: US Black consumer conditioner sales and forecast, at current prices, 2010-20

Figure 67: US Black consumer conditioner sales and forecast, at inflation-adjusted prices, 2010-20

### Hair color

Figure 68: US Black consumer hair color sales and fan chart forecast, at current prices, 2010-20

Figure 69: US Black consumer hair color sales and forecast, at current prices, 2010-20

Figure 70: US Black consumer hair color sales and forecast, at inflation-adjusted prices, 2010-20

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