

Women's Haircare - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Following a slight rise in value in 2016 and 2017, women’s haircare is in decline again as discounting and special offers impact buying behaviours, whilst the desire for more natural styles and focus on hair condition continues to negatively impact the styling segment. A reduction in recorded advertising spend suggests that brands are not working hard enough to get women’s attention.”
– Roshida Khanom, Associate Director BPC

This report looks at the following areas:

- Premium brands are struggling
- Segmenting the washing step could drive repertoires

The women’s haircare category saw decline in value in 2018 as discounting impacts the category. Many female haircare buyers purchase products on special offer, and brand loyalty is low with only a minority sticking to the same brand(s).

NPD continues to be high, however the category has seen a decline in recorded advertising spend suggesting that brands can do more to encourage women to trade up.

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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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Founded

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