

South Africa Hair Care Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 85 pages | Mordor Intelligence

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Report description:

The South African hair care market is projected to register a CAGR of 5.84% over the next five years.

Key Highlights

South African hair care market is growing owing to increasing urbanization, rise in disposable income, and employment in the country. According to International Labour Organization data from 2021, 39% population in South Africa is employed. Furthermore, demand for a product that helps prevent damage, curl control, and frizz control is increasing due to unique hair types in the country.

The advertisements and promotions in the country are attracting consumer attention. Different celebrities and influencers promote famous brands in the country on social media platforms, which young consumers are more attracted to. For instance, in July 2022, Boity Thulo, a famous South African television celebrity, launched her hair care brand Be You in collaboration with the South African brand Front Row Hair.

Furthermore, the natural hair movement in the region has also contributed significantly to the hair care market's growth. The trend of chemical-free products is the primary factor that drove this movement. Consumers in the country prefer more variety in their hair care products, ranging from braids to weaves, to chemical treatments, to other drastic style changes. Dry shampoos are expected to revolutionize the hair care industry in South Africa.

In December 2021, natural and organic skincare brand Uhuru Botanicals launched Chebe HAir Shampoo and Chebe Hair Conditioner bars. The products are made with aloe vera, shea butter, buriti oil, and chebe powder.

South Africa Hair Care Market Trends

Increasing Variants of Hair Care Products

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Due to rising urbanization and the young population in the country, demand for different hair care products is increasing. Young people in the country are more inclined towards using hair colors and other hair styling products. As a result, key players are investing in product development in growing application areas, such as innovative hair styling and intensive conditioner products, to meet domestic consumers' hair care requirements.

Some popular product concepts include sulfate-free shampoos, co-wash products, cleansing conditioners, replenishing masks, oils, creams, scalp care balms, and many more. Advertising and promotions in the country are also driving the market to grow. In recent years, the hair care products market has transformed in South Africa due to several acquisitions and mergers, proving the growing importance of the ethnic consumer.

In February 2021, Revlon Inc. partnered with MDR brand management to create a brand expansion strategy that takes it into new spaces and drives deeper consumer engagement across the Middle East region.

Growing Preference for Organic Shampoos

There is increased awareness among consumers of the damage caused by chemicals such as sulfates and parabens, which can often be used in hair care products. As a result, more consumers are now looking for clean brands that use natural and organic ingredients.

Moreover, shampoos that claim functional benefits, such as anti-pollution, hair growth, dandruff-free, and organically certified, are gaining popularity in the market and occupying the majority of shelf space in retail stores. Also, it has been observed that many consumers are becoming aware of the harmful effects of the chemical ingredients present in various shampoos. This change in consumer preference will likely lead to high demand for organic shampoos.

The natural hair movement in South Africa recently created awareness among female consumers and supported the sales of herbal hair care products, especially shampoos and conditioners, in the country.

South Africa Hair Care Market Competitor Analysis

The South African hair care market is highly competitive, with the presence of numerous global as well as local players. The key players in the market are trying to gain a competitive advantage over other players with high product innovation. Also, local players' increasing investment in R&D activities for customized products has enabled them to gain traction in the market. A few of those prominent players include L'Oreal SA, Unilever, Amka Products Pty Ltd., Procter & Gamble, The Estee Lauder Companies, and Canviy.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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