

United Kingdom Hair Care Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

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Report description:

The United Kingdom haircare market is projected to grow at a CAGR of 4.5% over the next five years.

Increased consumer concerns about scalp health drive the market, mainly problems related to hair thinning, hair loss, dandruff, and sensitive scalp. Furthermore, the introduction of new hair care products to target specific consumer groups (females suffering from hair loss problems), along with increasing per capita spending of the consumers in the United Kingdom on personal care products, is gaining popularity, eventually resulting in the growth of the market. According to National Health Statistics data from 2022, about 8 million women in the United Kingdom experience hair loss. Due to this, demand for organic/natural products for personal grooming has also become one of the primary concerns for individuals. However, rising awareness regarding the potential side effects of hair care products is restraining market growth.

People these days extensively use heat treatments on hair, like curling them, drying it with the help of heat, and many more. Frequent use of these products causes hair loss, dry hair, rough hair, etc. to protect against such damage, hair care products are being used in the United Kingdom. For instance, in February 2021, Hankel Corporation launched Gliss Kur Color Perfector, A Repair & Colour Shine Shampoo, which protects hair color up to 40 washes. Thus, the market is expected to grow over the long term because of all the above reasons.

UK Hair Care Market Trends

Rising Demand for Hair shampoo in the Country

The hair shampoo market is witnessed to have a rising demand in the country. Demand for organic and natural products is growing in the United Kingdom owing to hair problems, hair damage, and other hair problems. The region's preference for hair transplants is increasing due to social pressure, frequent hair loss, and many more. According to Wimpole Clinic data from 2022, about 112,742 people in Europe had hair transplants in 2022. People in the country are keener to use different hair styling

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products on their hair. The trend of using different hair colors is also growing in the region. People prefer their hair color to last longer, and some shampoos wash the color out after a few washes. Therefore the requirement for paraben-free, chemical-free, and sulfate-free vegan shampoos is increasing.

Moreover, manufacturers are increasing R&D activities for further improvement and enhancement of shampoos based on evolving consumer needs, such as companies preparing plant-based shampoo products. Men in the country also focus on their hair health and use proper grooming products regularly. Therefore, major players are considering the requirements of men as well. For instance, in February 2021, Hain Celestial Group's brand Jason launched plant-based shampoo plus conditioner for men.

Increasing Expenditure on Advertisement & Promotional Activities

Haircare is gaining immense popularity among all consumer groups in the country. The primary reason for this popularity is directly related to aggressive marketing campaigns, which are mainly directed toward young consumers. Furthermore, advertisements are promoting that their products reduce hair damage and enhance hair quality. For instance, as part of the promotional strategy, The major players like L'Oréal, P&G, and many more invest too much money into advertisements. They hire popular celebrities for their brand promotions to have more sales. For instance, in 2021, Kao Corporation spent USD 563.199 million on advertising across the world. The market players promote their products through social media sites like Tik Tok, Instagram, Facebook, YouTube, and many more to attract young consumers. Gen Z and the millennial population in the country are more active on social media and they get attracted to the products by watching their favorite celebrities in the advertisements. According to Social Films data from 2021, 30.1% of people between the age of 25-34 uses Instagram in the United Kingdom. In February 2022, L'Oréal collaborated with an American singer Gabriella Sarmiento Wilson for the promotion of their hair care product, L'Oréal Paris Elvive Dream Lengths Curls shampoo.

UK Hair Care Market Competitor Analysis

The United Kingdom's haircare market is competitive and fragmented due to many regional and domestic players. Emphasis is given to the companies' merger, expansion, acquisition, partnership, and new product development as strategic approaches adopted by the leading companies to boost their brand presence among consumers. Key players dominating the market include Kao Corporation, Unilever PLC, L'Oréal S.A. (Kerastase), Procter & Gamble (Pantene), Shiseido Co., Ltd., and Procter & Gamble (Pantene, Ouai).

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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