

## **South Africa Hair Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-01-16 | 85 pages | Mordor Intelligence

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### **Report description:**

South Africa Hair Care Market Analysis

The South Africa hair care market is expected to grow from USD 526.85 million in 2025 to USD 557.79 million in 2026 and is forecast to reach USD 741.46 million by 2031 at 5.87% CAGR over 2026-2031. This growth is driven by increasing urban incomes, greater awareness of beauty, and innovative products designed for different ethnic hair types. In 2024, conditioners lead the market, while hair colorants and dyes are the fastest-growing segment through 2030. The conventional/synthetic segment dominates in 2024, but natural/organic products are gaining popularity. In terms of price range, mass-market products lead in 2024, though premium products are growing as consumers show a willingness to spend more on high-quality options. Among distribution channels, supermarkets/hypermarkets dominate in 2024, but specialty and beauty stores are growing the fastest, reflecting a trend toward expert-guided purchases. The market shows moderate consolidation, with major players like Unilever PLC, L'Oreal SA, and Procter & Gamble competing alongside local brands such as Nilotiqa and AfroBotanics. Competition is fueled by the diverse needs of consumers with different ethnic hair types, driving innovation in biotech formulations and scalp-focused products.

South Africa Hair Care Market Trends and Insights

High demand for ethnic and textured hair solutions

South Africa's hair care market has a high demand for products designed for ethnic and textured hair, with 59.4% of the

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population having kinky hair, the highest globally, according to a February 2025 PubMed Central survey. This drives the popularity of moisture-rich creams, curl-defining conditioners, and breakage-control oils made for coily and fragile hair types. Local brands like Nilotiqa use natural ingredients such as marula and baobab oils to meet specific hair needs in the region. Meanwhile, global brands present in South Africa enhance their appeal by collaborating with cultural influencers, like TRESemme's partnerships that highlight textured hairstyles at major events. Consumers now prioritize ingredient transparency, protein-bond technology, and aftercare for protective styles, which help brands build lasting loyalty.

#### Demand for multi-functional and damage-control products

In South Africa, consumers are increasingly looking for hair care products that offer multiple benefits in one application. These products, which combine conditioning, color protection, ultra-violet (UV) defense, and heat protection, are becoming popular among people who want salon-like results without complicated routines. With traction alopecia affecting 31.6% of South African women, as per PubMed Central, as of January 2025, there is a growing need for gentle, restorative products that prevent breakage and improve hair health. For example, Unilever's Dove scalp + hair therapy combines microbiome-friendly ingredients with traditional nourishment, showcasing the value of such products. This trend is also driven by post-pandemic lifestyle changes, where people focus on efficiency and self-care at home, making multipurpose products a key focus for brands.

#### Proliferation of counterfeit products

Fake hair oils and colorants are being sold through informal trade channels in South Africa, harming brand reputation and risking public health. The South African Health Products Regulatory Authority (SAHPRA), along with customs and police, regularly seizes illegal products during border checks. For example, in November 2024, police discovered a secret operation in Pinetown, KwaZulu-Natal, where fake hair products were being made in a pastor's home. Undocumented foreign nationals were arrested, and invoices showed that these fake products were sent to wholesalers, retail stores in KwaZulu-Natal, and the Eastern Cape. To address this, genuine brands are using QR codes and tamper-proof seals to help consumers verify products. However, enforcement is costly, so companies are also running campaigns to educate consumers on how to buy safe products.

Other drivers and restraints analyzed in the detailed report include:

Growing male grooming consciousness  
Influence of social media and beauty influencers  
Regulatory challenges for imported products

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Conditioners made up 32.02% of the South African hair care market in 2025, highlighting their role in solving common hair problems like dryness, breakage, and frizz across different hair types. The high prevalence of textured and chemically treated hair in the region has driven demand for products that provide hydration, strengthen hair, and manage frizz effectively. Premium and ethnic-focused brands are utilizing natural oils, protein-based formulas, and heat-protection technologies to stand out in the market. Meanwhile, mass-market brands are focusing on affordability and multipurpose solutions to cater to a wider consumer base. This balance between premium and budget-friendly options ensures that conditioners remain a key product category in the market.

The hair colorants and dyes segment is projected to grow at the fastest rate in the South African hair care market, with a CAGR of 6.66% through 2031. This growth is fueled by rising interest in at-home hair coloring and products that combine styling with nourishment. Brands are increasingly incorporating scalp-friendly ingredients, Ultra-violet (UV) protection, and damage-repair

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features into their colorant lines to meet evolving consumer preferences. The trend reflects a shift toward more personalized and texture-specific products, catering to the unique needs of South African consumers. This focus on innovation and cultural relevance positions South Africa as a significant market for both mainstream and ethnic-focused hair care solutions.

Conventional/synthetic hair care products led the South African market in 2025, holding 84.90% of the total market share. Their popularity is largely due to their affordability and effectiveness in addressing common hair concerns like frizz caused by humidity and the management of various hair textures. These products are particularly appealing to cost-conscious consumers who prioritize reliable performance. The availability of multi-functional products, such as those offering both conditioning and heat protection, has further strengthened the position of conventional hair care products, especially in urban and suburban retail markets.

On the other hand, natural/organic hair care products are gaining traction as a fast-growing segment, with an expected CAGR of 6.52% through 2031. Increasing awareness about wellness and sustainability, particularly among urban consumers, is driving demand for products made with plant-based oils, botanical extracts, and minimal synthetic ingredients. These products not only align with ethical and environmental values but also address specific hair concerns like scalp sensitivity, breakage, and color retention. As a result, brands offering natural and organic options are able to position themselves as premium choices. This trend is making natural and organic products a key area for innovation in the South African market.

The South Africa Hair Care Market Report is Segmented by Product Type (Shampoo, Conditioner, and More), Nature (Natural/Organic, and Conventional/Synthetic), Price Range (Mass and Premium), Distribution Channel (Speciality and Beauty Stores, Supermarkets/Hypermarkets, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Unilever PLC The Procter & Gamble Company L'Oreal S.A. Amka Products (Pty) Ltd Marico Limited Kenvue Inc. Estee Lauder Companies Inc. Coty Inc. AfroBotanics (Pty) Ltd Henkel AG & Co. KGaA Kao Corporation DeMar Agencies BeautyPro Africa Vaadi Organics South Africa Godrej Consumer Products Limited Revlon SA (Pty) Ltd Antiseptol International Company (AIC) Black African Organics Brunational Sunpac (Pty) (Nilotiqa)

Additional Benefits:

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

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