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United Kingdom Hair Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

United Kingdom Hair Care Market Analysis

The United Kingdom hair care market was valued at USD 2.51 billion in 2025 and estimated to grow from USD 2.61 billion in 2026 to reach USD 3.18 billion by 2031, at a CAGR of 4.05% during the forecast period (2026-2031). This growth is primarily driven by a shift in consumer preferences from buying in bulk to seeking high-value products. Strict consumer-safety regulations from the Office for Product Safety and Standards further support this trend. Consumers are increasingly focusing on products that deliver effective results, use transparent ingredients, and provide a premium sensory experience. Online shopping, which gained momentum during the pandemic, continues to play a significant role in purchasing decisions. At the same time, physical salons and retailers are enhancing their offerings with experiential services to justify higher prices. While large multinational companies benefit from economies of scale, direct-to-consumer brands are gaining traction by addressing specific needs, such as textured hair care and scalp health.

United Kingdom Hair Care Market Trends and Insights

Consumers inclination toward natural and organic products

Consumers are increasingly favoring natural and organic hair care products, driven by heightened awareness of harmful ingredients and a growing commitment to environmental sustainability. In the United Kingdom, the demand for vegan cosmetics is rising rapidly, influenced not only by ethical considerations but also by the belief that these products are safer and more effective. Social media has emerged as a powerful tool in this shift, educating consumers to carefully examine ingredient labels and demand greater transparency from brands. This evolving preference is challenging traditional formulations while creating opportunities for certified organic products to command premium pricing. Additionally, the National Hair & Beauty Federation is actively promoting ethical and sustainable practices in salons, further accelerating the adoption of cleaner and eco-friendly formulations across the industry. Regulatory changes, including upcoming restrictions on synthetic chemicals, are also supporting this transition, enabling natural alternatives to fill the gap left by restricted products and meet the growing consumer demand for safer and more sustainable options.

Rising influence of social media platform and celebrity endorsement

Social media platforms have revolutionized hair care marketing, with influencer partnerships and user-generated content becoming more impactful than traditional advertising in influencing purchase decisions. A 2024 University of Portsmouth survey indicated that 60% of consumers trusted influencer recommendations, while nearly half of all purchasing decisions were influenced by these endorsements . This shift goes beyond creating awareness; it also helps educate consumers. People now rely on peer recommendations to learn application techniques and address specific hair concerns, moving away from solely depending on brand-driven messaging. Recognizing this change, Mark Hill Hair established an in-house content studio to produce authentic, platform-specific content, highlighting the industry's acknowledgment of this new approach. This trend is particularly significant among younger audiences, who prioritize social proof, such as before-and-after transformations, over traditional celebrity endorsements. Consequently, brands are focusing more on building communities and engaging with consumers in real-time, rather than relying on one-way promotional campaigns.

Health concerns over chemical ingredients

Growing consumer awareness about chemical ingredients in hair care products is creating resistance in the market. Regulatory bodies are increasingly identifying and restricting potentially harmful substances in cosmetic formulations, further driving this trend. For instance, the UK recently restricted the use of BHT (Butylated Hydroxytoluene) and proposed a ban on 65 substances classified as carcinogenic, mutagenic, or reprotoxic. These actions highlight the rising regulatory scrutiny, which has amplified consumer concerns about product safety. The Office for Product Safety and Standards has also issued reminders in 2024 about banned chemicals like Lilial, reflecting ongoing efforts to protect consumers . However, this vigilance has reinforced the perception that commercial hair care products may include harmful substances. Established brands with older formulations are particularly affected, as they must invest heavily in reformulating their products to meet safety expectations while maintaining performance.

Other drivers and restraints analyzed in the detailed report include:

Growing demand for personalized hair care solutionsIncreasing awarness of scalp healthStringent regulations on cosmetic ingredients

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

Segment Analysis

In 2025, shampoo holds the largest market share at 24.86%, highlighting its essential role in hair care routines across all demographics and hair types. Shampoo remains the first and most critical step in hair care, ensuring consistent demand and frequent repurchases. Despite the growing variety of hair care products, shampoo continues to dominate due to its universal necessity. The segment thrives on innovations such as sulfate-free options and specialized formulations addressing issues like dandruff, color protection, and scalp sensitivity. These advancements not only meet diverse consumer needs but also allow brands to charge premium prices. According to Dyson's Global Hair Science Study, 80% of consumers wash their hair daily or every other day, emphasizing the high frequency of shampoo usage that drives market growth.

Hair styling products are the fastest-growing segment, with a projected CAGR of 5.09% from 2026 to 2031. This growth is driven by consumers increasingly incorporating styling products into their daily routines. Modern styling products go beyond basic functions like hold and texture, offering benefits such as heat protection, humidity resistance, and improved hair health. Social media significantly influences this segment, with styling tutorials and transformation videos encouraging product adoption, particularly among younger consumers who view hair styling as a form of self-expression. Innovations like L'Oreal's AirLight Pro, which uses infrared-light technology, further boost demand by offering tools that enhance styling performance while protecting hair health.

In 2025, mass products hold the largest share of the United Kingdom hair care market, accounting for 72.05%. This dominance highlights the price sensitivity of United Kingdom consumers, who tend to prioritize practical hair care benefits over premium options, especially during times of economic uncertainty when discretionary spending is limited. The widespread availability of mass products through supermarkets, hypermarkets, and online platforms ensures easy access to trusted brands that offer reliable performance at affordable prices. These products cater to a wide range of consumer needs, providing essential solutions for cleansing, conditioning, and styling without requiring significant financial investment. The structure of the United Kingdom hair and beauty industry, with over 61,000 businesses, mostly small enterprises, further supports the accessibility of mass products, making them a vital choice for both consumers and retailers.

Premium products, however, are experiencing the fastest growth, with a projected CAGR of 5.42% through 2031. This growth reflects a shift in consumer behavior as the market matures. Educated consumers are increasingly distinguishing between basic hair care and advanced solutions that address specific concerns or deliver noticeable results. This trend aligns with a broader preference for quality over quantity, where consumers are willing to spend more on products that offer superior performance, transparency in ingredients, or brand prestige. The premium segment also benefits from growing awareness of ingredients and stricter regulations limiting synthetic chemicals. These factors create opportunities for high-quality, scientifically backed formulations with clean ingredient profiles to command higher prices.

The United Kingdom Hair Care Market Report is Segmented by Product Type (Shampoo, Conditioner, Hair Colorants, Hair Styling Products, Other Product Types), by Category (Premium Products, Mass Products), by Ingredient Type (Natural and Organic, Conventional/Synthetic), by Distribution Channel (Specialty Stores, Supermarkets/Hypermarkets, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

LOreal SA Unilever plc The Procter & Gamble Company Henkel AG & Co. KGaA Kao Corporation Wella Company Faith In Nature PDC Brands Kenvue Inc. Moroccanoil The Estee Lauder Companies Inc. John Paul Mitchell Systems Inc. Revlon Inc. Davines S.p.A. Philip Kingsley Products Ltd. Olaplex Holdings Inc. Straand Pty Ltd. Federici Brands Ltd. KMI Brands Limited Dabur Limited

Additional Benefits:

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

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