United Kingdom Hair Care Market - By Products, Distribution Channels and Vendors - Market Trends and Forecasts (2015 - 2020)

Description: The hair care market in the United Kingdom follows the trends of just about every other FMCG in a saturated, mature, market. The overall growth is pegged to be between X% CAGR till at least 2016. But there are areas of interest even in this saturated market. The total market worth of UK hair care is US$ XX.XX billion, and is projected to be US$ XX.XX by 2020.

The trend of going to salons for hair care and treatment has reduced due to high proliferation of easy and economic DIY hair packs and relaxants available in the market. Moreover, sales have been declining in traditional hair treatment and styling segment (setting gels, serums and sprays) because of an increased awareness towards the effect of chemicals on the health of hair. A number of DIY hair care recipes involving beneficial hair oils have been doing the rounds in the beauty blogs across the UK and other mature hair care markets. An increased awareness about active ingredients found in the most beneficial of natural ingredients has spurred a quest for picking organic products with high levels of active ingredients which do not damage the hair (using sulfates, SLES, parabens, etc.), and instead, strengthen it over time. Increasing focus on health of hair will drive the sales of utility based 2-in-1 products down.

Men’s hair care has emerged as a high growth sector, as men become increasingly aware and conscious about how they present themselves. The market continues to be driven by incremental innovation in typical product classes like shampoos, relaxants, colourants, etc., while disruptive innovation can only be seen in the newly popular and high growth product segments of ethnic hair care, providing minorities in the UK with hair care custom-made for their needs, thereby filling a space that stood empty for a long time in the history of hair care markets in UK, US, and other mature markets.

Emergence of innovative appliances which involve high ease of usage and care has reduced the sales in salons.

Market leaders include Proctor & Gamble UK Ltd, with a market share of XX.XX%, and revenues totalling US$ 575 million, with leading brands like Clairol and Aussie, Head and Shoulders, Pantene and more. Other market players include Unilever, L’Oreal, and others.

Drivers

A population increasingly looking for new innovations, organic, chemical-filled, or home-made DIY through beauty blogs shows the market can be maneuvered based on unique needs. An increasingly aging population drives the market for hair colourants. Hair styling products include usage of perms, relaxants, colourants, etc.

Men’s hair care and ecommerce for distribution have been shaping the UK market trends of late.

Challenges

Tighter purse strings due to economic slowdown, An increasing array of high value low cost hair treatments of the DIY kind, coupled with innovative hair treatment equipment which can be used at home.

This Report Offers:

Market analysis for the UK hair care market, with country specific assessments. Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a regional scale. Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares. Identification and analysis of the macro and micro factors that affect the UK hair care market on regional scale. A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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