



Tress to Impress!

From specialty products to colored locks she's got opinions on hair care that impact what she buys, how much she spends, what trends she's interested in and more. We've benchmarked parts of our latest study with one that we conducted in 2015, with fascinating 5-year comparisons shown where possible. Enjoy!

Top 3 places she's where she buys hair care

	2015	2020
Superstore/grocery/drug store	64%	68%
Specialty store (Sephora/Ulta)	22%	34%
Amazon.com	4%	39%



Top products she uses regularly

	2015	2020
Concern-specific shampoo	n/a	69%
Concern-specific conditioner	n/a	64%
Regular daily shampoo	99%	60%
Regular daily conditioner	96%	54%
Frizz control/smoothing product	n/a	48%
Hair Spray	59%	45%

She's more adventurous than ever

	2015	2020
Tried a brand new type of hair care product in the past 12 months	32%	70%
Said the new product changed her life in a positive way	13%	89%

What were those new life-changing products?

	2015	2020
at-home hair color	28%	36%
hair oils	21%	29%
dry shampoo	19%	28%
concern-specific shampoo		36%
concern-specific conditioner		29%
mask/treatment		28%

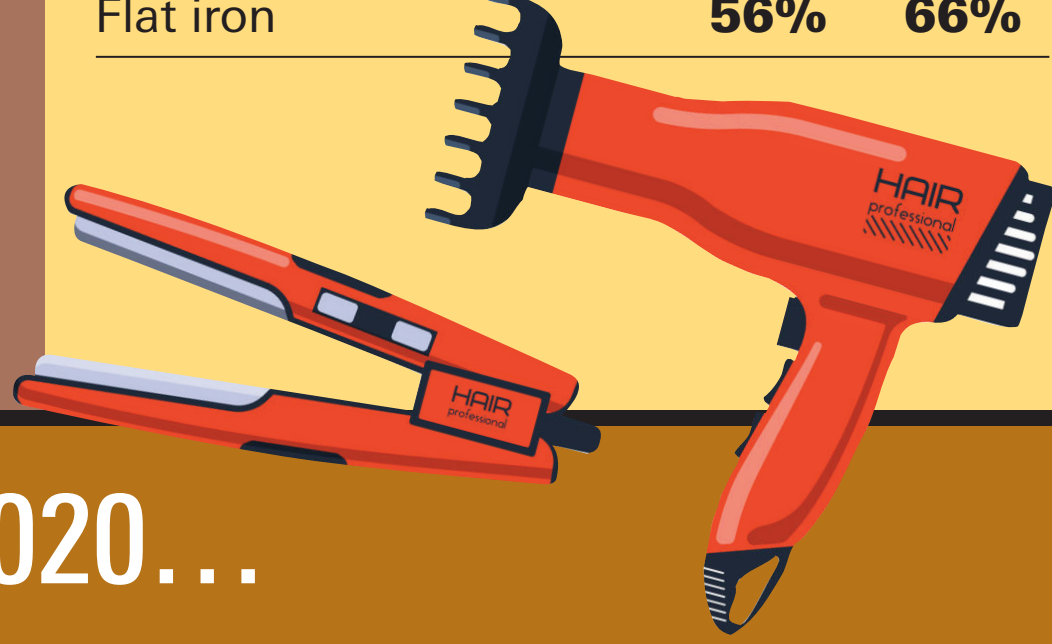


Hair tool brands owned

	2015	2020
Conair	13%	55%
Revlon	12%	36%
CHI	30%	26%
Remington	11%	20%

Hair tools she uses

	2015	2020
Blow-dryer	76%	80%
Flat iron	56%	66%



In 2020...

Hair care behaviors

- 61% spend 10-20 minutes styling daily
- 74% use 3-6 hair products weekly
- 48% continued to buy some of those new products over the past 12 months
- 36% visit salon every 1-2 months

Top 3 purchase influencers

1. Clear benefits on packaging (reduces frizz, etc.)
2. Proof product works (consumer and clinical claims)
3. Samples, samples, samples! (before she buys)

What will get her to buy hair care she's never tried...

1. Price!
2. Contains good-for-hair ingredients
3. Product offered by brand she already knows/trusts

Ingredients she wants in her hair care

- 70% Argan oil and keratin
- 68% botanical/flower extracts
- 64% collagen/elastin and aloe
- 60% vitamin C
- 56% omega fatty acids (3,6, and 9)

How she first heard about all-time fav hair care brand

- 22% in a store
- 18% online research or my hairstylist
- 13% family/friend recommendation
- 7% in-store sample

Every couple of months she replaces:

- 45% specific concern shampoo
- 43% daily care shampoo and curl enhancing product
- 43% hair gel, mousse, texture spray, and frizz control
- 42% hair spray and heat protectant

Her favorite brands

- 34% L'Oreal
- 28% Garnier
- 26% TRESsemme
- 25% Pantene
- 21% Herbal Essences
- 20% Aussie

Her hair care spend

Less than \$10

- 68% mousse
- 67% hairspray
- 65% root touch-up color/paint
- 57% daily conditioner and hair detangler

Between \$10 - \$15

- 64% at-home hair color
- 59% dry shampoo
- 55% frizz control products
- 54% heat protectant
- 49% hair oil and serums



Hair trends she's most interested in

- 77% protein treatments that make hair stronger/thwart breakage
- 72% deep conditioning hair mask
- 70% split end treatments
- 69% supplements for hair health
- 66% scalp facial to stimulate growth
- 58% keratin treatment



In the past year, she's...

- 41% colored her hair at home
- 27% colored hair at salon
- 25% highlighted hair
- 21% had roots touched-up
- 13% professional blow-out

Her biggest hair care concerns

- 53% frizz
- 48% dry hair and split ends
- 43% non-shiny hair
- 37% lack of volume/limp hair

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