

FROM HAIR TO THERE – PART 1

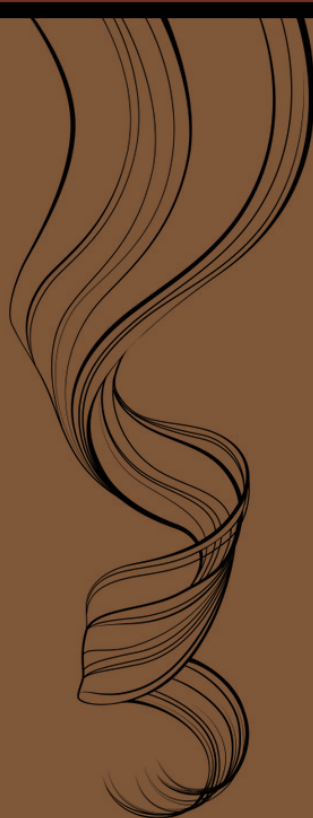
What woman doesn’t want beautiful, healthy tresses? As with skincare, consumers want their hair care products to perform, offer real benefits, and leave their hair looking and feeling better.

What does this mean for your brand? In part one of our two-part series on hair care, learn what more than 3,400 consumers have to say about their top hair concerns, what she looks for in the products she buys and how important it is that products are made specifically for someone with her hair type, texture, color and more.



She purchases hair care products designed for her...

- **77%** hair texture (i.e. fine, coarse)
- **20%** don’t yet but are interested
- **68%** hair pattern (i.e. straight, wavy, curly)
- **25%** don’t yet but are interested
- **49%** ethnicity (asked of non-Caucasian panelists)
- **44%** don’t yet but are interested
- **49%** hair color
- **39%** don’t yet but are interested



Variety is key

- **96%** of female hair care buyers use a variety of hair care brands
- **1 in 4** women use more than **5 products a week** as part of her hair care regimen
- **64%** have 3+ bottles of shampoo/conditioner in their shower with 10% of those indicating they have 6+ shampoos/conditioners in their rotation
- **20%** switch out their shampoo/conditioner every few weeks while another 22% switch them every 1-2 months
- **12%** switch out their styling products every few weeks while another 19% switch out every 1-2 months

WHAT SHE BUYS AND WANTS FOR HER SPECIFIC HAIR COLOR

Product	Currently buys	Does not use but would like to
Color protection shampoo/conditioner	46%	40%
Anti-brassiness products	21%	51%
Toning shampoo	19%	61%



BRAND OPPORTUNITY

Women with varying hair textures and types say frizz reduction, moisturization and volume continue to dominate her hair care needs. Is your brand delivering?

Tress Distress – Concern-Specific Products She Buys for Her Hair Texture

Fine Hair

- 62%** volumizing
- 57%** strengthening
- 56%** moisturizing

Medium Hair

- 70%** moisturizing
- 58%** anti-frizz
- 51%** strengthening

Coarse Hair

- 79%** moisturizing
- 68%** anti-frizz
- 51%** damage repair/bonding

Her Top Hair Concerns by Hair Pattern

Straight hair

- 59%** limp hair/lacks volume
- 52%** split ends
- 43%** lack of shine/lackluster hair
- 41%** dry hair
- 38%** thinning hair

Wavy Hair

- 59%** frizz
- 50%** dry hair
- 50%** split ends
- 38%** dull, lifeless hair
- 37%** limp hair/lacks volume

Coily/Kinky Hair

- 75%** dry hair
- 61%** managing curls/coils
- 51%** frizz
- 43%** lack of shine/lackluster hair
- 39%** dry scalp, not dandruff

Curly Hair

- 72%** frizz
- 66%** managing curls/coils
- 56%** dry hair
- 46%** split ends
- 43%** lack of shine/lackluster hair

Girls with curls are **26%** more likely to purchase products designed specifically for her hair type than those with other hair types.

- **68%** use more than 3 products designed for curly hair to get the look she wants
- **67%** agree the majority of the products she uses are made specifically for curly hair

Curly girls’ unmet hair needs

- 54%** frizz protection
- 53%** curl definition
- 45%** curl hold without crunch
- 41%** adequate moisturization
- 39%** product to leave curls looking naturally soft



Ethnic Hair Care Insights

Why she buys ethnic hair care products:

1 in 3 say ethnic hair care products are more readily available than they were 3 years ago, and she’s all in!

Top 5 hair care brands she buys

- 59%** SheaMoisture
- 41%** Carol’s Daughter
- 38%** Cantu
- 19%** Mielle
- 15%** Mixed Chicks



Top reasons she buys ethnic hair care:

- **67%** different ethnicities have unique hair care needs
- **57%** products for my specific hair type/texture are critical
- **44%** I expect products marketed specifically for ethnic hair to work better than mainstream products

Ethnic hair care products she buys or is interested in trying

	Currently use	Does not use but would like to use
Shampoo/Conditioner	59%	35%
Hair oils	56%	31%
Frizz reduction	52%	35%
Styling cream	49%	36%
Mask conditioners	48%	43%
Detangling brush/comb made specifically for ethnic hair types	46%	40%

Interested in customized beauty consumer research for your brand? Call 703.871.5300 or visit benchmarkingcompany.com or info@benchmarkingcompany.com for information on Beauty/Personal Care Product Testing and specialized consumer research.