

A YEAR OF INNOVATION IN HAIRCARE, STYLING & COLOUR, 2023

Innovation continues to focus on scalp and hair health and blur with skincare. NPD is also better targeting Black consumers who are embracing their natural hair.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Haircare, Styling & Colour

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: guide consumers to incorporate scalp care within their haircare routines

- Drive usage of scalp care products
- Scalp care NPD can expand beyond shampoo
 - Graph 1: scalp care* haircare, styling & colour launches by sub-category, 2022-23
- Scalp care NPD focuses on ingredients, Black consumers and exfoliation
- Focus on women's hairloss with multistep holistic scalp regimes

Europe: drive hair colourant use by promoting haircare benefits

- Hair colourants can take cues from haircare
- Turn to underused claims that denote healthy hair
 - Graph 2: hair colourant launches by select hair health/care claims, 2022-23
- Hair colourant NPD puts the focus on hair health
- Create a holistic hair repair range to counter hair colourant damage

The Middle East & Africa (MEA)

- Spotlight on fast-growing and established claims
 - Graph 3: haircare, styling & colour launches by the top three fastest-growing claims, 2018-19 vs 2022-23
- Standout innovation: focus on hair/scalp health and supporting local community

ASIA PACIFIC (APAC)

Asia: create trade-up opportunities with facial skincare ingredients

- Premiumise by calling out hero skincare ingredients
- Innovation with skin-friendly ingredients can expand
 - Graph 4: haircare, styling & colour launches by select ingredients, 2022-23
- Call out an array of hero ingredients

Asia: drive interest in scalp care with anti-hairloss messaging

- Link scalp care claims with anti-hairloss

A year of innovation in haircare, styling & colour, 2023

- Anti-hairloss claims can expand
 - Graph 5: haircare, styling & colour launches with anti-hairloss claims, 2018-23
- Anti-hairloss launches align with the focus on scalp/hair health

Australia & New Zealand

- Spotlight on fast-growing and established claims
 - Graph 6: haircare, styling & colour launches by the top three most established claims, 2022-23
 - Graph 7: haircare, styling & colour launches by the top three fastest-growing claims, 2018-19 vs 2022-23
- Standout innovation focuses on eco-ethical and scalp health

THE AMERICAS

North America: reduce hair damage via bond-repair technology

- Appeal to consumer interest in bond-repair technology
- Bond-repair claims are niche and can expand
 - Graph 8: haircare, styling & colour launches by bond-repair claims*, 2018-23
- NPD aims to level up 'for damaged hair' claims with bond-repair technology
- Olaplex stays focused on NPD: dry shampoo launch

North America: care for and celebrate coily and textured hair

- Target Black consumers embracing their natural hair
- NPD can focus on hair health to appeal to Black consumers
 - Graph 9: haircare and styling launches for curly/coily hair* by select hair health claims, 2022-23
- Notable launches target coily/textured hair

Latin America: focus on hair-strengthening benefits

- Deliver enhanced hair strength in all haircare sub-categories
 - Graph 10: haircare, styling & colour launches by select hair health claims, 2022-23
- Create hair-strengthening routines

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