

Addressing Global Demands and Trends in Hair Care

HAIR CARE TRENDS

The global market for hair-care products is growing and expected to reach **\$106 billion by the end of 2023**.¹ Several hair-care trends are emerging and expected to drive the hair-care market over the next few years.



Customized for Culture

South Korean beauty products gaining in popularity due to their high performance, fun packaging and sensorial cues, and affordable prices²



Embracing natural styles – About **60%** of the world's population has curly, coily or wavy hair

Creativity, authenticity and self-expression valued, especially by Millennials³

Busy lifestyles – The majority of Millennial women report spending just **20 minutes** or less on their beauty routines⁴



Efficiently Beautiful



Environmental impact concerns, especially for Millennials⁵

In 2017, **69%** of women aged 35-44 said that buying **all-natural beauty products** is important (up 10% since 2016)⁶

In 2024, the global market for natural and **organic beauty industry** is expected to reach **\$21.78 B**⁷

Local and responsible sourcing important



All-Over Moisture

“Youthful” aging – By 2050, **22%** of the world's population will be over the age of 60⁸



Quick customization – Younger, internet-savvy consumers expect quick, customized solutions⁹

A more **holistic approach to beauty** is forecast, with clean labeling, therapeutic and derma cosmetics, athleisure, probiotics and personal care devices all predicted to gain traction¹⁰

Health and wellness – Eating healthily, exercising regularly and monitoring one's health have become a lifestyle choice¹¹



CONSUMER DEMANDS

Consumers are looking for quick and easy hair-care solutions that address their personalized needs, appeal to their individuality, and do it safely and responsibly.

Unique

Specific ingredients that address individual needs for features like curl control



Customized services using in-store or online diagnostics¹²



24% of hair colorant users in the UK are interested in an **in-store color-match service** for more personalized solutions¹³

61% of global consumers like the idea of **“create-your-own”** hair-care products¹⁴

Connected

Pollution and UVA protection in hair care



Antioxidants and hydrating ingredients that strengthen, moisturize and repair hair and scalp

70% of millennials are willing to spend more with brands that support **causes they care about**¹⁵

Natural, water-based ingredients, like botanicals and plant extracts, that are gentle yet effective



Conscientious

Products “free-from” artificial colors, synthetic fragrances, alcohols and more

Waste-derived products that promote a more circular economy



Water-efficient products for use in water-scarce areas

Locally sourced ingredients and no animal testing – **43%** of consumers will pay extra for products not tested on animals¹⁶

Transforming TEXTURES FOR HAIR CARE

Dow has created a series of new hair-care formulations that “transform textures” – providing an exciting sensorial experience for consumers and addressing global hair-care trends.



Clay the Day Away Mask Treatment

(transforms from soufflé to cream)



The Zen Conditioner Bar

(transforms from solid to oil)



Yours + Mine Powder Balm

(transforms from powdery gel to oil)



Sea Me Clean Calming Spray

(transforms from liquid to powder)



Custom Curl Yogurt

(transforms from cream to oil)

Sources:
 1. <https://www.mordorintelligence.com/industry-reports/hair-care-market-industry>
 2. <http://www.mintel.com/press-centre/beauty-and-personal-care/a-bright-future-south-korea-ranks-among-the-top-10-beauty-markets-globally>
 3. <https://www.slideshare.net/recsportsmarketing/nielsen-millennial-report-2014>
 4. <http://www.mintel.com/press-centre/beauty-and-personal-care/americans-embrace-the-natural-look>
 5. <https://www.fastcompany.com/3088710/whats-driving-the-billion-dollar-natural-beauty-movement>
 6. <https://www.cosmeticsdesign.com/Article/2017/10/31/2017-Green-Beauty-Barometer-data-now-available>
 7. <https://www.statista.com/statistics/750779/natural-organic-beauty-market-worldwide/>
 8. <http://www.who.int/en/news-room/fact-sheets/detail/ageing-and-health>
 9. <http://www.mintel.com/blog/beauty-market-news/consumers-take-control-as-customisation-in-beauty-grows-2>
 10. https://www.cosmeticsbusiness.com/news/article_page/Why_less_is_more_in_beauty_in_2017_and_beyond/127817
 11. <https://www.forbes.com/sites/deborahwainwig/2017/06/30/wellness-is-the-new-luxury-is-healthy-and-happy-the-future-of-retail/#5fbb2818323>
 12. <https://www.cosmeticsdesign-asia.com/Article/2018/01/15/Skin-care-trends-in-2018>
 13. <http://www.mintel.com/blog/beauty-market-news/consumers-take-control-as-customisation-in-beauty-grows-2>
 14. <https://news.in-cosmetics.com/2018/03/09/ga-with-iliyana-mesheva-on-trends-and-opportunities-in-haircare/>
 15. <https://www.forbes.com/sites/larryalton/2017/06/20/how-millennials-are-resaping-whats-important-in-corporate-culture/#16863cb42dfb>
 16. <https://www.businessoffashion.com/articles/intelligence/is-the-global-cosmetics-market-moving-towards-a-cruelty-free-future>

Disclaimer:

NOTICE: No freedom from infringement of any patent owned by Dow or others is to be inferred. Because use conditions and applicable laws may differ from one location to another and may change with time, Customer is responsible for determining whether products and the information in this document are appropriate for Customer's use and for ensuring that Customer's workplace and disposal practices are in compliance with applicable laws and other government enactments. The product shown in this literature may not be available for sale and/or available in all geographies where Dow is represented. The claims made may not have been approved for use in all countries. To the fullest extent permitted by applicable law, Dow disclaims any and all liability with respect to your use or reliance upon the information in this document. References to "Dow" or the "Company" mean the Dow legal entity selling the products to Customer unless otherwise expressly noted. DOW DOES NOT MAKE ANY WARRANTY OR REPRESENTATION, EXPRESS OR IMPLIED, WITH RESPECT TO THE UTILITY OR COMPLETENESS OF THE INFORMATION AND DISCLAIMS THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. DOW DISCLAIMS LIABILITY FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES.

©Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow



Form No. 27-2198-01