

FRAGRANCE AND PERSONAL CARE

Luxury haircare market to reach \$31.5B by 2027: report

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WGSN reports hair health has a penetration rate of 26% on Instagram as of September 2022, showing the increasing prevalence of at-home care. Image credit: WGSN

By EMILY IRIS DEGN

The world hair and scalp care industry is proving to be especially resilient, being one of the few markets to experience growth in the face of the pandemic.

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Global trend forecasting authority WGSN's latest findings look to the future of the market, detailing the trends enabling this resilience. According to the [Intelligence: Future of Haircare 2025](#) report, one trend is taking haircare by storm "skinification" something some brands have been doing for a while, but most are just beginning to embrace.

"We at MSLK have long seen an opportunity in the professional and luxury haircare market to treat hair and scalp with the same principles as skincare," said Sheri Koetting, founder, brand strategist and creative director at [MSLK](#), New York.

"The brands we have been working on and with have been imbuing their brands with ingredients and positioning to capture the space here for a few years now," Ms. Koetting said. "Covid has simply brought haircare into consumers' homes like never before.

"This has democratized the content and the process."

The findings are based on WGSN data, Google search metrics and Statista figures based on internet searches and purchasing behavior.

Skin and tone

As the pandemic led to not only lessened outings to salons as quarantines were in place, but to the closing of many salons altogether, consumers have transitioned largely to an at-home routine.

Leaving salon visits for treatments that absolutely must be done by a professional, many consumers are learning how to trim, cut, style and color their own hair things that used to be extremely niche activities for those not in the industry themselves.



The homefront is turning into the primary location for which consumers are getting their hair done. Image credit: Beauty Made in Italy

With this turn towards self-sufficiency, consumers are not only prioritizing amateur-friendly styles and products, but are looking closer at the brands that they support. With the increase in purchases, they are finding an alignment with their values especially important, as they go from dabblers to serious players in the market.

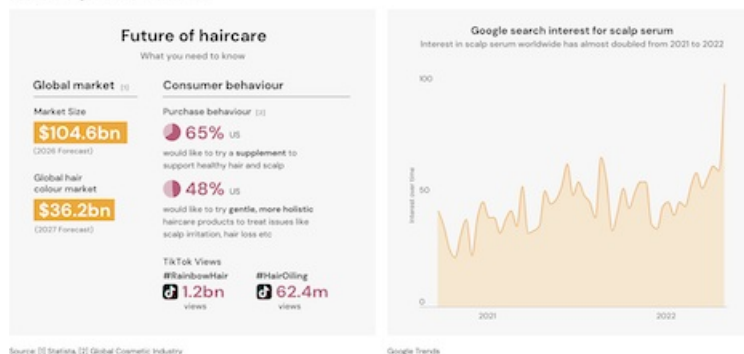
No longer are they passively purchasing curl creams and hair sprays, relying on salons for the rest of their haircare needs. They are active participants now, and are demanding that brands reflect their values back to them in return for their increased patronage, as they become the dominant consumer base (as opposed to salons and haircare specialists).

It is for this reason that inclusivity, clean formulas, vegan ingredients and sustainably packaged products are experiencing more success than ever before.

"Inclusivity continues to gain momentum and will become a non-negotiable for consumers," the report reads.

"Sephora and Ulta Beauty took the Fifteen Percent Pledge, dedicating at least 15 percent of their shelf space to Black-owned brands and products for natural hair," it states. "The inclusivity net will widen with the growing normalization of bald haircare and products that facilitate creative liberation and self-expression."

Haircare: just the numbers

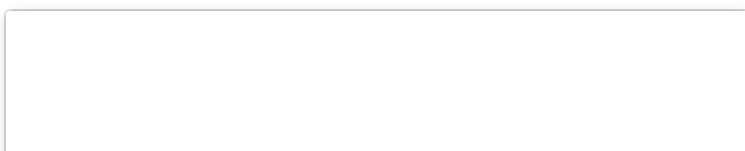


Consumers are working to attain their own haircare knowledge in an effort to be more savvy without a salon's help. Image credit: WGSN

These green and socially conscious efforts used to be considered niche or seasonal (for example, many brands would support Black organizations during Black History Month). Now, it is becoming the norm, with values-based messaging being viewed as the bare minimum on the part of haircare and beauty brands in general, with most consumers demanding more than just diverse imagery and wording, requesting concrete ESG goals and climate action ([see story](#)).

Part of this shift is that of the move towards natural options.

Between the cost-of-living crisis, closing salons and increased awareness concerning toxins and chemical ingredients, consumers are moving towards more nature-based haircare routines and scalp care solutions. In fact, in the United States 48 percent of consumers "would like to try gentle, more holistic haircare products to treat issues like scalp irritation, hair loss etc." almost half of the consumer base.



[View this post on Instagram](#)

A post shared by WGSN (@wgsn)

Those doing their own haircare also are turning to supplements to achieve this gentle nurturing of their locks a method many Gen Z and millennial consumers have been turning to for ultimate skincare health with 65 percent of US consumers reporting to be in favor of trying out the method. In fact, as consumers take on the job of becoming the primary caretakers for their hair, skincare is proving to be the foremost inspiration behind their methods.

Informed skincare routines have grown in popularity as effective products have become more accessible to more people, allowing consumers to take more charge of their skin health ([see story](#)). As this has been a responsibility consumers are more familiar with compared to taking on as much with their hair and scalp, they are applying this knowledge base to the act of "skinification" using skincare health practices and information to assist in nourishing their hair.

With this trend comes increases in practices like the use of scalp serums, hair masks and hair oiling the latter trending on TikTok as a leading hashtag with 62.4 million views.

Throwing shade

As brands respond to the demand for skincare-inspired hair products and lines, consumers are taking on another traditionally salon-based routine at home dyeing their hair.



Image credit: Este Lauder

Semi-permanent and easy-to-use color kits are more popular than ever, and with the global hair color market forecasted to reach \$36.2 billion by 2027, this trend holds serious capital. This is especially visible on social media, with the hashtag for "rainbow hair" having 1.2 billion views on TikTok, showing the increased comfort young consumers are having when it comes to achieving their own vibrant hair and the love Gen Z especially has for playful colors ([see story](#)).

Due to these changing mindsets and practices, simple color kits, vegan brands, zero-waste products, vibrant dye lines and haircare created by skincare experts or inspired by them are positioned especially well in today's market, and the future ahead.

"Olaplex is a great example here, as they have been leaders in making science and performance statistics, most often seen in the skincare space, accessible to their consumers," Ms. Koetting said.

"I mention accessible' because so often professional products talk science at a level that is over consumers heads," she said. "Olaplex does a great job of making the statistics clear and consumer friendly.

"For example, statistics like '6x more smoothness' or '94% saw more body' are a clear nod to the skincare space and very compelling to the 'Hairtellectual' or the 'prosumer' as we like to call these educated consumers."

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