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CCUK Haircare Gap

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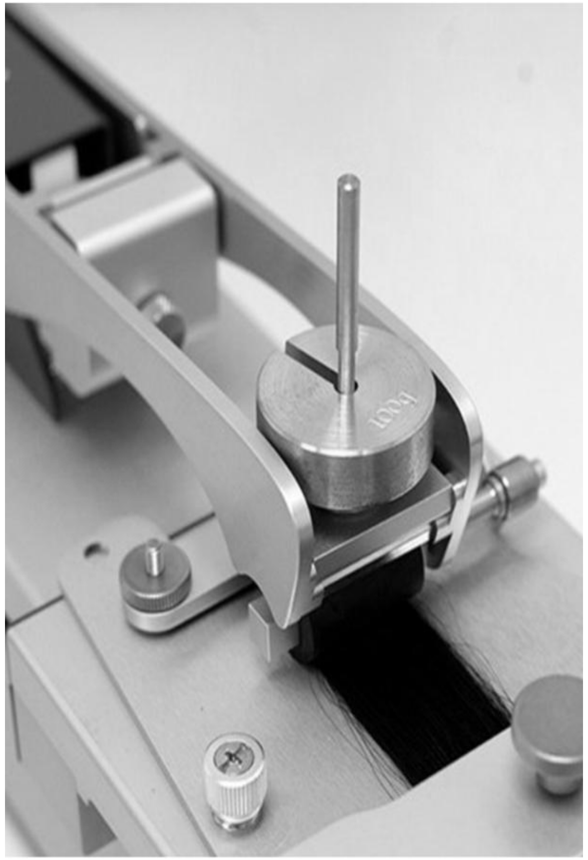
Acheson

Why Haircare Feels Behind Skincare?



RINSE-OFF FORMATS DOMINATE

Shampoos represent
76.6%
of all Worldwide Haircare units sold in 2024*

FEWER CLINICALLY/ INSTRUMENTALLY VALIDATED ACTIVE INGREDIENTS

In Cosmetics Haircare Ingredients Launches
29% in 2025 vs 30% in 2024**

INTEREST OF CONSUMERS IN UNDERSTANDING THE SCIENCE

In the US, more than **80% of shoppers** say **SCIENTIFIC VALIDATION INFLUENCES** their choices, with the strongest pull in **haircare** and skincare***

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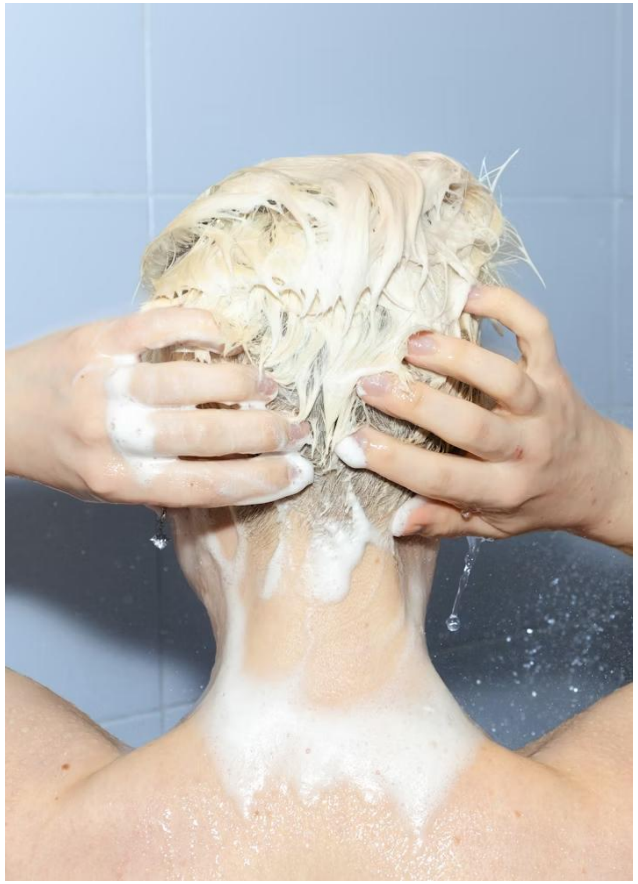
*Euromonitor 2025 | ** Covalo x InCosmetics 2025 | *** KEARNEY : Prestige Beauty Consumer Index: the next frontier of US beauty consumers 2025*

Optimising Rinse-off Products



CHALLENGES

- Very short contact time (30–60 seconds)
- Limited deposition on fibre and scalp
- Harder to generate long-term claims

HOW FORMULATORS OPTIMISE RINSE-OFF PERFORMANCE

- Coacervate systems to enhance deposition
- Cationic polymers and quats for fibre affinity
- Silicone or silicone-alternative delivery systems
- Encapsulation and carrier technologies
- Formulation backbone designed for active ingredient retention

Leave-ins & Scalp Formats: Where Innovation Can Happen

OPPORTUNITIES

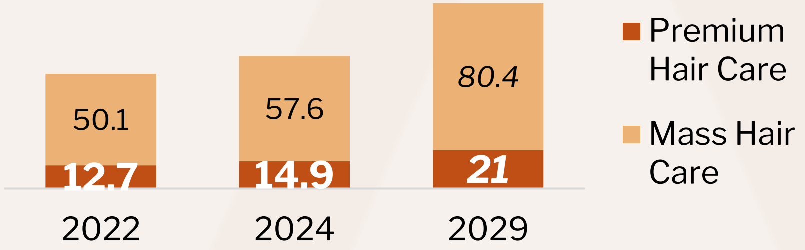
- Leave-ins allow **stronger active ingredient** delivery: serums, bond builders, scalp treatments
- Higher willingness to pay for **premium**, leave-in, scalp-focused innovation
- **Scalp-focused** products are seen as "skincare for hair" with premium positioning

CHALLENGES

- **Formulation complexity**: stability, texture, deposition, regulatory compliance
- Consumer expectation: products must deliver **visible hair benefits** alongside scalp improvements
- **Pressure for early perceptible results**: consumers want scalp results within 1–2 weeks; slow improvements reduce engagement and perceived value

PREMIUM GROWTH OUTPACES MASS MARKET***

Worldwide Premium Vs Mass Haircare Market
Retail Value RSP IN GBP Billion***



6 /10 fastest growing hair care brands globally in 2024 are **premium*****

In US, **nearly 9/10** consumers rank **quality and efficacy** above price, reviews, or heritage.****

#scalp = **53M**
Avg. weekly views globally*

In the first half of 2025, prestige sales in EU **+40% hair serums** **+20%** treatments and **+19%** leave-in scalp treatments.**

SPATE JAN 2025 | **CIRCANA 2025 | * Euromonitor - Premiumisation in Hair Care 2025 | **** KEARNEY Prestige Beauty Consumer Index: the next frontier of US beauty consumers - 2025*

The Reality Of Haircare Claims

KEY CLAIM AREAS

- Breakage reduction
- Damage repair & smoothing
- Frizz control
- Scalp health
- Density / thickness
- Colour protection

LIMITATIONS & CHALLENGES

- Rinse-off formats restrict active ingredient performance
- **Hard to substantiate** long-term physiological changes
- Regulatory restrictions limit claims implying growth or follicle activity
- Testing is costly and complex
- High consumer expectations for **visible results**
- Sustainability

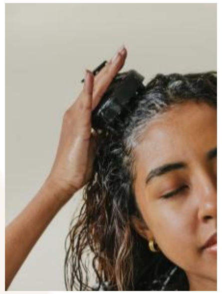
Hair Damage
63M
avg. weekly views TikTok*

One of the top 5 concerns on Google & Tiktok

Frizz
46.7M
avg. weekly views TikTok*

BOND REPAIR
+61.2%
YOY Google searches*
7.5M
avg. weekly views TikTok*

+196%
growth in the **scalp care** category in 2024
Space NK



~1/4 of female consumers said **scalp health** features **influence their choice** of hair care product **

*SPATE | | **Euromonitor Survey 2024*

Rising Expectations In Haircare

Expectations vs Reality : Consumers expect fast, visible results, even though the hair cycle is much longer than skin turnover. Products must deliver both immediate and longer-term benefits.

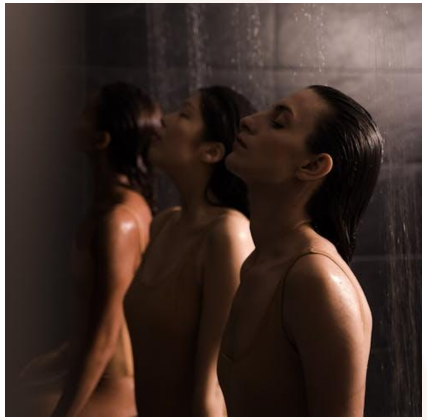
SKINIFICATION

- Haircare borrowing from skincare science and positioning
- Use of amino acids, hyaluronic acid, collagen peptides for fibre repair and scalp hydration
- Focus on ingredients perceived as "science-led"

PERSONALISATION

- Tailoring products by hair type (fine, thick, curly, chemically treated)
- Targeting hair concerns (breakage, frizz, thinning)
- Addressing scalp concerns (dryness, sensitivity, sebum balance)

WELLNESS & EXPERIENCE



- Products contributing to ritual, self-care, stress relief
- Multi-sensory appeal: fragrance, texture, ritual satisfaction
- Holistic approach: scalp health linked to hair confidence and wellbeing

What Brands Want To Claim (But Can't Yet)

ASPIRATIONAL CLAIMS

- Follicle stimulation, hair growth and anti-hair loss
- Long-term structural repair
- Anti-greying
- Hair Longevity
- Pollutant defence & repair of early environmental damage
- UV protection for hair fibre
- "Skincare-grade" levels of clinical testing
- Wellness & ritual claims

EXOSOME HAIR THERAPY
+306,9%
GOOGLE SEARCHES YOY*

In the UK, **90%** of 18- to 24-year-olds are stressed about losing their hair
In China, **69.8%** of people are troubled by hair loss not related to chronological ageing **are under 30** ****

"LONGEVITY" will still be the buzzword of healthy living in 2025 and 2026***

3.3x
The increase in the number of scalp serum products available online between 2022 and 2025 **

Hair Growth
569,8M
avg. weekly views TikTok*
(80bn Total views)

2.3 x
Increase number online hair care SKUS featuring ANTI-AGING CLAIMS**

*SPATE JAN 2025 | **Euromonitor - Premiumisation in Hair Care 2025 | *** EUROMONITOR - Top Trends Shaping the Beauty and Personal Care Industry in 2025 | ****Daxue Consulting, 2022

Treatments Change The Dynamics Of Haircare

OPPORTUNITY

Leave-ins gaining traction: serums, bond builders, scalp treatments

Consumers show higher willingness to pay

Price positioning: approaching skincare levels (£15–£50 per 100ml)

Hair products **priced above $30 ...**

... growing at **3x** the rate of lower-priced items.
... now represent **25% of unit sales** in the category, up from 15% just 3 years ago.*

MARKET & FORMULATION IMPLICATIONS

Premium pricing allows investment in actives, testing, and sensory performance

Formulation complexity justified for **performance and experience**

Mass-market rinse-offs still dominate, limiting visible innovation

23% of consumers **PREFERRED LUXURY hair care brands** over budget alternatives in 2024 vs 18.5% in 2019**

CONSUMER EDUCATION

Growing consumer sophistication: understanding actives, scalp care and treatment efficacy

Need to communicate benefits and proper usage clearly to drive adoption and perception of benefits

Skincare vs haircare routine: skincare is habitual and embedded, whereas haircare is constrained by wash frequency. Leave-ins can feel like an extra step

**Premium Hair Products Thriving Online: Circana – CGT 2024 | **Premiumisation of Hair Care Euromonitor 2025*

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Thank You

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