



Premiumisation in Hair Care

September 2025

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Why read this report?

Key findings

INTRODUCTION

Hair care is premiumising, driven by a focus on scalp health and science-led positioning

Three directions of hair care premiumisation

HAIR CARE IS UNDERGOING PREMIUMISATION

Premium hair care drives global hair care growth

Premium brands lead market growth, while mass brands pursue premiumisation

Dove introduces skin care-inspired ranges to meet rising consumer expectations

Beauty giants are actively consolidating premium hair care to strengthen portfolio

SKINIFICATION: ELEVATING HAIR AND SCALP CARE

Hair products are evolving to mirror skin care, fuelling growth in scalp-focused formats

Olaplex launches scalp longevity treatment to strengthen its market position

Ingredients from skin care are accelerating hair care product innovation

L'Oréal Paris refreshes Plump Airy Shampoo in China by adding salicylic acid

Functional claims are elevating the role of hair care in wellness

South Korean indie brand Nesh targets female hair loss with scalp wellness concept

Haircare skinification: Why and how?

HYPER-SEGMENTATION: INCLUSIVITY AND DIVERSE NEEDS

Age- and gender-specific needs inform segmented hair care product design

Better Not Younger targets female hairline density with innovative patches product

Living proof launches products targeting consumers in hard water environment

Addressing ethnic hair needs of afro-textured hair is critical for segmentation

African brands go beyond conventional ingredients to highlight Africa's biodiversity

Diverse hair concerns of consumers by race and ethnicity

Hair care hyper-segmentation: Why and how?

SCIENCE-DRIVEN: CLINICAL CREDIBILITY AND BEAUTY TECH

Dermo hair care remains in a niche, but growth is accelerating as scalp care gains traction

CeraVe enters hair care with dermatologist-developed formulas as key selling point

Nioxin's dermatologist collaboration to enhance hair loss claim

Beauty tech from appliances and aesthetic medicine redefines consumer expectations

Science-driven hair care: Why and how?

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