HAIR CARE TRENDS

The global market for hair-care products is growing and expected to reach $106 billion by the end of 2023. 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 are gaining in popularity due to their high performance, fun packaging and sensorial cues, and affordable prices.

**Efficiently Beautiful**

Embracing natural hair — About 33% of the world’s population has curly, curly or wavy hair.

In 2017, 89% of women aged 35-44 said that buying all-natural beauty products is important (up 10% since 2016).

In 2024, the global market for natural and organic beauty industry is expected to reach $31.7B.

**All-Over Moisture**

“Youthful” aging — By 2050, 22% of the world’s population will be over the age of 60.

Quick customization — Younger, internet-savvy consumers expect quick, customized solutions.

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 traction.

**Healthy and wellness** — Eating healthily, exercising regularly and monitoring one’s health have become a lifestyle choice.

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

24% of hair colorant users in the UK are interested in in-store color-match service for more personalized solutions.

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

**Connected**

Pollution and UVA protection in hair care

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

75% of millennials are willing to spend more with brands that support causes they care about.

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

**Conscientious**

Products “free-from” artificial colors, synthetic fragrances, alcohol 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 — 45% of consumers will pay extra for products not tested on animals.

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 souffle 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)