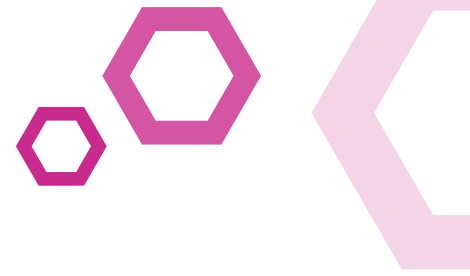


# Hair Care Market in the United States



A comprehensive analysis of the U.S. market for hair care products, focusing on key trends, developments, challenges, and business opportunities. Product categories covered include: shampoos and conditioners, multicultural hair care products, hair coloring products, and hair styling products and sprays.

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### **CATEGORY PERFORMANCE:**

Manufacturers' sales, retail sales, competition, retail distribution, category outlook, and hair care segment as a whole.

### **CATEGORY DEVELOPMENT:**

Reports the category's sales performance at the manufacturer, retail, and unit levels.

### **CATEGORY SEGMENTATION:**

An analysis of the company's sales segmented by trade class, product type, and/or product form.

### **COMPETITION:**

Breakdown of manufacturers' sales or brand shares and performance during the year.

### **RETAIL DISTRIBUTION:**

Percentage of manufacturers' sales by retail outlet.

### **MARKETING ACTIVITY:**

A description of various promotional vehicles employed by major marketers.

### **FUTURE OUTLOOK:**

A five-year forecast of manufacturers' sales by product type, with commentary on issues and trends likely to influence the category in the future.

## This report will address:

- What is the market size of hair care products?
- What are the major and up-and-coming brands?
- Which segments of the hair care market hold the greatest promise for future growth?
- How do sales compare in the mass, luxury, direct sales, and specialty trade classes?
- What innovations and new trends are occurring in the hair care market?

