



Hair Care Update 2013

Presented by
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Hair Care Market

The UK Hair Care Market is thriving, with shampoos and conditioners becoming products of necessity over luxury.

This segment of the beauty industry enjoyed a **6% rise**, from a value of **£1.19bn to £1.26bn** from 15 May 2011 to 13 May 2012 according to Kantar Worldpanel.



Total Market	52 w/e 15 May 11	52 w/e 13 May 12	%+/-
Value (£bn)	1.19	1.26	6.0
Volume (units m)	523.26	525.73	0.5

Source: Kantar Worldpanel

UK: Hair Care, market value & volume, 2011-2012

Similarly, volume increased by **0.5%** from **523.26m** units to **525.73m** units.

