

# Hair Care in South Africa

May 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

A strong focus on natural ingredients within hair care  
Garnier releases new Hair Food range  
Price-sensitive consumers still predominantly buy hair care when on promotion

### PROSPECTS AND OPPORTUNITIES

Consumers to gain greater interest in vegan and cruelty-free hair care  
Hair care routines can create opportunities for category players  
Local brands of hair care attract South Africans

### CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2018-2023  
Table 2 - Sales of Hair Care by Category: % Value Growth 2018-2023  
Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023  
Table 4 - NBO Company Shares of Hair Care: % Value 2019-2023  
Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023  
Table 6 - LBN Brand Shares of Hair Care: % Value 2020-2023  
Table 7 - LBN Brand Shares of Colourants: % Value 2020-2023  
Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023  
Table 9 - LBN Brand Shares of Styling Agents: % Value 2020-2023  
Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023  
Table 11 - Forecast Sales of Hair Care by Category: Value 2023-2028  
Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028  
Table 13 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

## Beauty and Personal Care in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

### MARKET DATA

Table 14 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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