

# South Africa Hair Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The South Africa Hair Care Market size is estimated at USD 496.19 million in 2024, and is expected to reach USD 669.67 million by 2029, growing at a CAGR of 6.18% during the forecast period (2024-2029).

### Key Highlights

South African hair care market is growing owing to increasing urbanization, rise in disposable income, and employment in the country. Additionally, the market is experiencing an escalating pull by the availability and affordability of hair care products, such as shampoo, conditioner, oil, spray, etc., leading to the enhanced spending pattern in the hair care market.

Also, an increasing number of consumers experiencing hair problems like hair fall and dandruff owing to changing lifestyle patterns and increased stress levels among the working-class population is expected to boost the demand for these products in the forecast period. Therefore, the need for products that help prevent damage, curl control, and frizz control is increasing in the country.

Moreover, aggressive advertisements and promotions are attracting consumer attention. Various brands operating in the market focus on promoting their products by partnering with celebrities and influencers on social media platforms.

For instance, in July 2022, Boity Thulo, a famous South African television celebrity, launched the hair care brand Be You in collaboration with the South African brand Front Row Hair. Furthermore, consumers in the country are inclined toward more variety in

their hair care products, ranging from braids to weaves to chemical treatments to other drastic style changes, contributing significantly to the market growth.

## South Africa Hair Care Market Trends

### Hair-Related Issues and Innovative Launches

Due to rising urbanization and the young population in the country, demand for different hair care and styling products useful to make multiple styles is increasing. Young people in the country are more inclined towards using hair colors and other hair styling products. As a result, key players are investing in product development in growing application areas, such as innovative hair styling, hair color, and intensive conditioner products, to meet consumers' hair care requirements.

Additionally, the growing adult and young population in the country strongly supports this trend to boost the sales of styling and hair color products. For instance, in April 2023, Moroccanoil launched its new Moroccanoil Professional Haircolor Collection in South Africa, claiming it to be a complete portfolio of permanent, demi-permanent haircolor and lighteners featuring the brand's proprietary ProArginine + ArganID System. This technology delivers protection throughout the color process. A few other popular product concepts that the companies are investing in include sulfate-free shampoos, co-wash products, cleansing conditioners, replenishing masks, oils, creams, scalp care balms, and many more.

Moreover, due to the migration of a large population to urban areas and increased awareness regarding hair care, traditional hair care products have been experiencing high growth in the market. In line with this, significant brands are keen on partnering with brand management organizations to penetrate the market.

For instance, in February 2021, Revlon Inc. partnered with MDR brand management to create a brand expansion strategy that takes it into new spaces and drives deeper consumer engagement across the Middle East and Africa region. Such developments happening in the market are expected to further drive the demand during the forecast period.

## Shampoos Accounts For A Major Share In The Market

The easy availability of shampoo products tailored to specific hair concerns is a significant driver behind the shampoo segment's growth in the country. For instance, shampoos claiming functional benefits, such as anti-pollution properties, hair growth stimulation, dandruff control, organic certification, clean-label status, and natural ingredients, are gaining popularity in the market and occupying the majority of shelf space in retail stores. The increasing imports into South Africa illustrate this high demand for shampoo products.

According to UN Comtrade, South African shampoo imports from the United States totaled almost USD 345,128 million, while those from the United Kingdom reached nearly USD 177,317 million in 2021. Additionally, consumers are becoming more aware of the harmful effects of chemical ingredients in various shampoos, leading to an increased demand for organic alternatives.

Furthermore, organic and natural hair products are believed to be gentle on the scalp without compromising hair quality. Infused with natural ingredients like fruit extracts, herbs, and essential/natural oils, they deliver nutrients to the hair, enhancing its softness and shine. Consequently, companies in the country are concentrating on offering specific products containing natural ingredients, which are expected to attract a broader consumer base.

For example, Organics provides an anti-dandruff 2-in-1 shampoo & conditioner made with wild herbs, mint, rosemary, and aiding in hair reinvigoration. Such offerings are anticipated to bolster market penetration and contribute to overall market growth.

## South Africa Hair Care Industry Overview

The South African hair care market is highly competitive, with the presence of numerous global as well as local players. The key players in the market are trying to gain a competitive advantage over other players with high product innovation. Also, increasing investment in R&D activities for customized products has enabled them to gain traction in the market. Apart from product innovations, mergers, and acquisitions, the market players are considering environmental and health issues and adopting sustainable initiatives to survive the evolving market trends. Some prominent players include L'Oreal SA, Unilever, Procter & Gamble, The Estee Lauder Companies, and Canviyi.

### Additional Benefits:

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