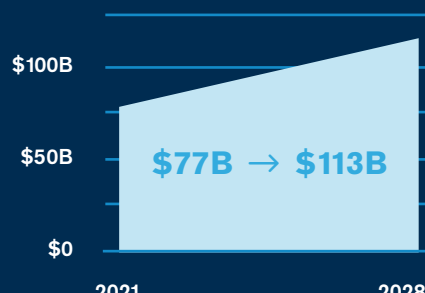


For Hair Care, the Future is Bright!

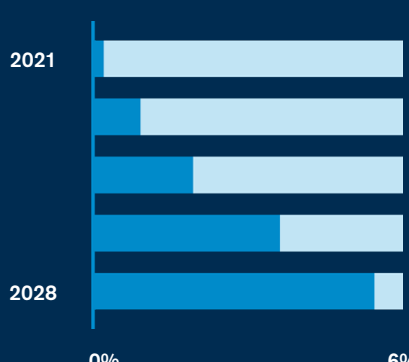
A Look at the Latest Trends Fueling Hair Care Product Development in Personal Care

The right, high-quality hair care products can enhance hair of all types, but not all products are created equal. More than ever, people are celebrating diversity and embracing their varying hair colors and types—giving everyone a chance to choose from hair care products for every desired texture, length and style to restore, protect and nourish. Below is a snapshot of the hair care industry landscape and the major opportunities fueling hair care product development as the world prepares to look beyond the pandemic to brighter days.



\$112.97 BILLION

The global hair care market is projected to grow from **\$77.15 billion in 2021 to \$112.97 billion in 2028**, according to Fortune Business Insights.¹



+5.6% CAGR

The research group projects the market **will expand at a CAGR of 5.6% from 2021 to 2028**—attributing this rapid rise to increased market demand as the COVID-19 pandemic's effects lessen.¹

■ COVID-19 Effects ■ Market Expansion

happi

During the past year, a lot of people had to balance working from home, with home-schooling and keeping the family safe and healthy all at the same time—people are really looking for simple and quick approaches to hairstyles that have **big results**. There's a shift right now away from trends and **focusing on celebrating individual beauty and your own uniqueness**. I'm seeing a lot of people embracing their natural hair color and celebrating their unique, natural beauty.²

Sunnie Brook

Biologie Global Brand Ambassador and Celebrity Hair Stylist

Leading the Way in Hair Care Product Development

To address this worldwide shift, many personal care companies are reassessing their hair care product lines to **pinpoint opportunities for brand innovation and expansion** in R&D. According to Mordor Intelligence, major hair care industry leaders include:³

L'ORÉAL
SOUTH AFRICA

Henkel

Johnson & Johnson

Unilever

ORIFLAME
SWEDEN

SHISEIDO

P&G

Amway

Major Hair Care Product Development Opportunities



Multicultural
Hair Care Products



Eco-Friendly
Hair Care Products



Superfoods
Botanicals in Hair Care



The Rise of **Men's Grooming and Hair Care**



Waterless
Hair Care Products

Hot Hair Care Product Categories



Shampoos / Conditioners

such as foaming and leave-in conditioners, color sustaining shampoos/conditioners



Masks, Oils, Butters and Serums

such as options promoting hair health and growth, as well as gender-neutral offerings



Dry Shampoos and Waterless Options

including blow dry sprays, extension sprays, texturizing sprays



Styling Aids

including relaxer products, shine sprays, mousses, glosser products



Styling Putty / Gels / Pastes

with rising demand for men's hair care and grooming options



Hairceutical

the marriage of skincare ingredients with hair care formulations to deliver more efficacious and natural attributes



Thermal Protectants

including heat protector sprays

The Future of Hair Care is Bright!

At PLZ Personal Care, we offer an array of contract manufacturing services for the development of unique and custom formulations for a variety of hair care products. We also offer options for natural formulas free from synthetic and animal-derived ingredients and the use of ethically-sourced, sustainable ingredients. Our formulation and product development specialists provide consistent and exceptional hair products for every desired texture, length and style to take great ideas and guide them through formulation, design, compounding, filling, packaging and delivery.

Visit our [hair care products and styling solutions](#) webpage to learn more, and contact us for all of your personal care product needs.

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¹ <https://www.fortunebusinessinsights.com/hair-care-market-102555>

² https://www.happi.com/issue/2021-06-01/view_features/professional-hair-care-innovates-with-salon-products/

³ <https://www.mordorintelligence.com/industry-reports/hair-care-market-industry>