What Matters Now

Beyond the Basics



81%

Of black consumers agree **healthy hair is the ultimate beauty accessory** *(Kantar Profiles/Mintel, 2022)*

+14%

Increase in launches from 2022 to 2023 for **long-lasting claims in styling products for ethnic hair consumers** *(GNPD, 2024)*



+86%

Increase in launches from 2022 to 2023 **'Ethnic' Hair launches addressing Scalp Care Needs** *(GNPD, 2024)*

Protective styles

9.5%

Month-on-month increase in **Google Searches for Protective Styles** *(Spate, 2024)*