

Beauty Trending Insights:

## Savvy Scalp Scientists:

How Consumers are taking Scalp Health into their own hands



Consumers are savvier than ever when it comes to hair care ingredients. They have done their research and understand how certain ingredients can help them achieve the outcomes they are looking for.

There is a rise in nontraditional scalp care ingredients as consumers are experimenting with different types of oils to treat their scalp

Product Attribute \$ Sales Growth

**+84.4%**

Sage Oil

**+46.3%**

Zinc

**+25.4%**

Prickly Pear

**+24.6%**

Ginger Oil

**+21.0%**

Turmeric

**+20.3%**

Rosemary Oil

**+17.8%**

Biotin

**+16.1%**

Peppermint Oil

**+10.3%**

Juniper Oil

**+8.4%**

Ginseng



Ingredients that are **under pacing** the growth of the total hair care category are:

- Rice
- Tea Tree Oil
- Castor Oil
- Olive Oil
- Coconut Oil
- Aloe
- Charcoal

Source: NielsenIQ RMS Total US xAOC Latest 52 weeks ending 5/18/2024.

The “skinification” of hair care has brought growth to trends and ingredients more commonly found in facial skin care as consumers see their scalp as an extension of their skin care routines



Microbiome

+233.8%

Probiotic

+44.2%

Vitamin C

+37.2%

Niacinamide

+32.5%

Peptides

+30.0%

Hyaluronic Acid

+19.3%

Source: NielsenIQ RMS Total US xAOC Latest 52 weeks ending 5/18/2024.



Trending search terms

Promotes Hair Growth  
**+38%**

Scalp Health  
**+32%**

Dandruff Prone  
**+14%**

Source: Label Insights Trending Attributes Feb – Apr 2024



*Beauty Trending Insights:*

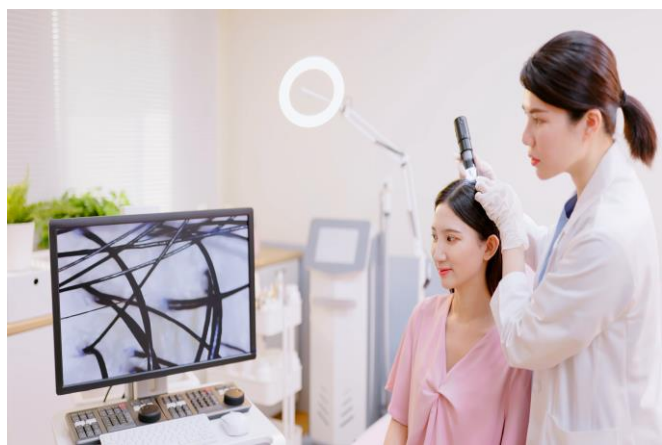
# Savvy Scalp Scientists:

**How Consumers are taking Scalp Health into their own hands**

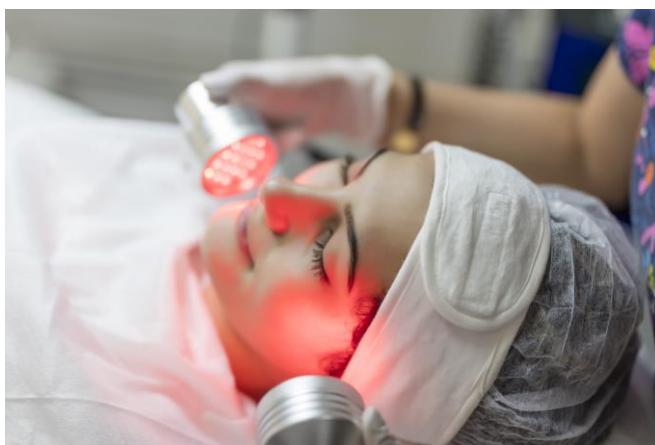


**Consumers have moved beyond just anti-dandruff shampoos and are incorporating other tools to care for their scalps and promote hair growth such as scalp massagers, hair oiling, and supplements.**

## Hair Tools



**#hairspa 42.9K**  
**TikTok posts**



**#redlighttherapy 42.4K**  
**TikTok posts**



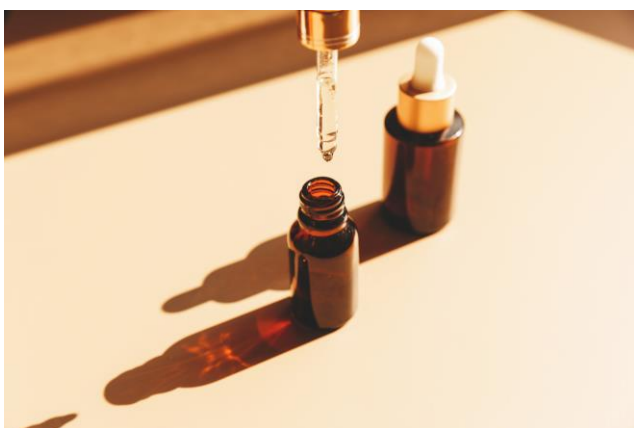
**Scalp Massagers**

**+34.1%**

\$ % chg vs YA

Source: NielsenIQ RMS Total US xAOC Latest 52 weeks ending 5/18/2024.

## Hair Oiling



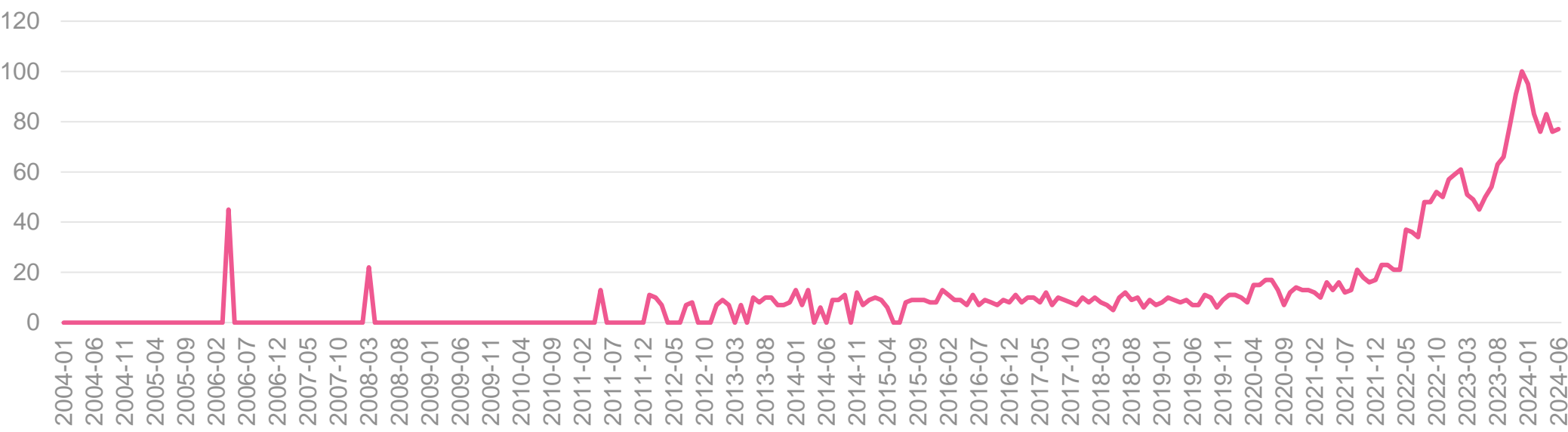
**Hair treatment oils**

**+20.2%**

\$ % chg vs YA

Source: NielsenIQ RMS Total US xAOC Latest 52 weeks ending 5/18/2024.

### Google Trends: Hair Oiling



Source: Google Search Trends

## Supplements

*Many consumers are turning to supplements to treat hair loss caused by common issues like stress or changes in hormone levels.*

### Trending brands

- Nutrafol
- Divi
- Vegamour
- Wellbel
- Love Wellness
- Viviscal

