



That Good Hair

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The textured hair market is one of the fastest growing categories in the beauty industry as the world becomes more diverse and women increasingly embrace their natural hair.

'That Good Hair' addresses a gap in this growing market by solving the inability for people to choose the ingredients in their hair products. According to Mintel 'Women's Haircare -UK' (March 2017), more women describe their hair as curly, yet there aren't any services in the UK that address the unique haircare needs of this category in a tailored, specialised way. Research conducted by Texture Media (Insights TextureTrends 2017 Report) found that women with curls are open to discovering new brands. Of the 3,000 consumers surveyed, 91% of women were constantly looking for new hair products whereas over a three-month period, the study found that women with curls spent an average of £82, while women with straight hair spent an average of £40.

Primary market research surveys also indicate that people are unhappy with the trial and error they experience when searching for hair products that will suit their hair type and needs. I truly believe there is a significant opportunity in this market for a customisable haircare range.

'That Good Hair' will operate in the UK initially targeting men and women in their mid to late 20's with wavy, curly and coily hair. The textured hair market is growing rapidly as part of the £1.4bn haircare sector in the UK, according to Mintel (March 2017). The 'Natural Hair Movement' has evolved on social media, and people who previously felt that their curly hair wasn't accepted in society are now embracing their natural hair texture and are opting to wear their hair naturally.

So far, the market has been recognised by niche brands that cater for curly hair types such as Dark & Lovely, Shea Moisture and Cantu, and with a growing market, established brands such as L'Oreal are also beginning to offer products for these hair types. However, their ranges tend to be limited with L'Oreal (the world's largest cosmetics company) offering just 3 products targeting curly hair.





There are 9 different variations of curly hair and it is difficult to find products that work for your hair without trial and error. My USP of customisable products sets me apart in this market and enables me to target people with allergies or environmentally conscious consumers in the future.

My product is a customisable hair care range. It will be an online e-commerce business that allows customers to customise and personalise their hair products: from the smell, colour, ingredients to personalised packaging. It will enable customers to target specific problem areas or fulfil specific goals e.g hair growth or dryness. Hair is extremely important to people and can have a big impact on self-esteem and confidence. In that context, current trends indicate that both men and women are embracing their natural hair. In addition, a growing awareness of ingredients has led to consumers increasingly demanding personalised products which I believe will revolutionise the haircare category.

My product will enable customers to pick 3 hair problems and 3 hair goals on the website which then suggests a hair base and supplementary ingredients to address the issues. The website will create a profile of the individual customer and store the data about their hair type, goals and problems to suggest the best ingredients that will be suited to the individual. It will be available as a monthly subscription so that customers never run out of their product but they can make adaptations to their order prior to shipping.

