

New Consumer Demands for Hair Care Formulas

Economic recession, pandemic boost at-home beauty treatments.



Pantene reformulated its shampoos, conditioners and treatments.

Daniela Ferreira, Correspondent 03.02.21

Brazil, Mexico and Chile are the three largest hair care markets in Latin America, according to Euromonitor International. On the world stage, Brazil is No. 4, trailing the US, China and Japan. And yet, sales have declined for several years, with [Euromonitor International](#) estimating sales dropped about 1% last year due to COVID-19.

The pandemic has affected consumers' daily beauty routines and purchase habits, according to [Mintel](#) Senior Analyst Amanda Caridad. In the medium and longer term, tight budgets and hesitancy among some to return to the salon will continue to boost the need for products and services that replicate the salon experience and extend time between services. Amid the COVID-19 pandemic, consumer's routines and priorities have shifted and DIY treatments at home emerged. Brands have the opportunity to support consumers from a distance, offering guidance on beauty treatments at home.

According to Mintel's research, 35% of Brazilians avoided going out for beauty treatments during the pandemic and will stay out of salons even after the pandemic ends. In addition to the fear of being exposed to the virus, the subsequent deepening of an economic recession will push consumers to attempt more salon treatments at home.

Earlier this year, [Pantene](#) launched what it maintains is its biggest innovation in 30 years with new formulas for its shampoos, conditioners and treatments. This initiative was rolled out in all Latin American countries. Logically, the products were adapted for each country, with treatment formulas the most varied.

In Brazil, this new multivitamin blend combines the brand's pro-vitamins with natural, scientifically-proven ingredients like castor oil, proteins, amino acids, glycerin, almond oil, coconut oil, vitamin E, silk extract, pearl extract, aloe vera, omega 9 and argan oil. Shampoos were improved with a patented technology called lipid restoratives, which reportedly strengthen hair from the stress of daily life. The conditioners, in turn, were updated with enriched formulas that enhance product benefits without leaving residues. Treatments include a keratin mask that identifies damage and nourishes, moisturizes and restores the original keratin on hair strands. The relaunch includes new packaging to help consumers easily identify the formula that matches their hair condition.

Attending to Textured Hair

Mintel's research revealed that the majority of Brazilians have textured hair: 28% wavy, 22% curly and 18% coily.

For the past several years, brands have focused on developing formulas to attend to textured hair needs. Wavy consumers are attracted to products that help them deal with oily roots and dry ends, while curly and coily-headed consumers seek rich formulations to keep both scalp and ends deeply nourished. In addition, Brazilians are very engaged with hair treatments and oriented to health-related benefits, which positions scalp care as a new trend in the region. As reported in recent research conducted by Mintel, 34% of Brazilians said they were interested in products designed to improve their scalp health.

According to [Beautystreams](#), hair straightening has been the dominant treatment for women in Brazil. But with salons closing due to the pandemic, and movements such as Black Lives Matter and Women Empowerment, some women, especially those with African heritage, let their hair grow naturally, following the “respect your natural hair texture” concept. Formulators can respect these changes by creating products for different textures, treatments and colors.

[Salon Line](#), a Brazilian brand, encourages customers to assume their identity and appearance without fear of judgment using the tagline, “Transform into you.” The brand expanded its S.O.S. Bomba line with Curl Activator and De-Frizzer. The former, aimed at adding more definition and shine, is said to provide strength and frizz control; the latter imparts thermal protection and is said to fight frizz, while providing softness and hydration for all hair types. Both contain whey protein, vitamin A, castor oil, D-panthenol, biotin and have UV protection.

“Too awesome hair to stay still,” was Seda’s invitation to influencers Rayza Nicácio, Gabi Oliveira and Gigi Grigio to co-create Pós-Danos, Crespoforce e Ondas Anti-Frizz (Post-Damage, Coilyforce and No-Frizz Waves). According to the [Unilever](#) brand, the trio represent the country’s interracial population. The products were designed for the different hair types from coily to straightened to wavy. The Pós-Danos line, which includes shampoo, super conditioner and treatment mask, is enriched with honey and avocado oil, ingredients with nourishing properties known for providing hair with more shine, body and softness. The line is said to help strengthen hair damaged by excessive heat. The Crespoforce line, focused on coily hair for adults and children, is comprised of shampoo, conditioner and combing cream enriched with shea butter and marula oil. The line is said to promote super hydrated and revitalized hair. The Ondas Anti-Frizz line, which includes shampoo, conditioning and combing cream, is formulated with coconut milk and rice water, to provide soft and hydrated hair without frizz.

Taking Care of Hair Health

LATAM influencers care for their hair inside and out. Beauty vitamins designed to nourish and strengthen hair and add natural shine, are a must in their beauty routine, according to [Beautystreams](#).

According to Mintel, taking into consideration Brazilian’s preference for natural ingredients that offer benefits for both hair and scalp, brands can innovate by developing products and sets that enable consumers to create their own hair care treatments at home especially if they make it a fun experience that lets consumers emulate spa experiences.

Earlier this year, [The Body Shop](#) launched Ginger Serum, which reportedly rebalances the scalp to control oiliness. The fast-absorbing formula contains Birch bark, a natural source of vitamin C, which is known produce collagen.

Meanwhile, [Boticário](#) launched Match Juventude dos Fios (Match Youth Hair), a complete treatment for gray hair. The line is vegan and offers two options: Juventude dos Fios Brancos Naturais (Youth of Natural White Hair) and Juventude dos Fios Brancos Tingidos (Youth of Dyed White Hair). The first includes shampoo and conditioner whose formula has a complex that is said to neutralize the yellowish tones, and revitalize hair strands in the first application to promote softness and hydration. The Juventude dos Fios Brancos Tingidos contains bioamino acids and omega-3, which is said to neutralize the aging of the strands. It is also said to stimulate the production of natural oils that coat and nourish hair strands, increasing their strength and thickness, resulting in hair that looks five years younger with the first application. The Anti-Age Mask is said to guarantee a nutrients replacement and can be used in natural or dyed gray hair, as well as the Volumador Spray (volume boost spray) which is said to increase hair density, which ultimately boosts volume.

Niely, a Brazilian hair care brand acquired by [L’Oréal](#) in 2014, launched Hair Supplement, a treatment line said to replenish mass, strength and hydration. The mass replacement treatment contains whey protein and banana, which is said to reconstruct hair and promotes more resistant strands; the pro-growth formula contains caffeine and ginger which replenish hair strength; and the pro-hydration treatment contains vitamins and goji berry to reduce dryness and boost shine.

New Opportunities

According to Mintel, the pandemic has increased hair washing frequency with 36% of Brazilians washing their hair after going to public spaces. Frequent washing could increase demand for hair masks and treatments. Disinfection is another demand influenced by consumers who are searching for holistic protection from germs/viruses. According to Mintel’s research, 26% of Brazilians state the importance of hair care products that offer protection against microorganisms such as bacteria and fungus. Existing protection products could extend into other protection claims related to environmental protection. White space opportunities exist for innovations that sanitize hair without shampooing or losing moisture.

Styling products lost their luster as many Brazilians stayed homes. Hair treatments, however, are easier done at home and consumers were already using those products as part of their routine; 34% use hair masks and 27% hair oil. Caridad explained that with consumers finding more time during isolation to do those treatments at home, they could also help them to de-stress during these uncertain times. In the longer term, consumers will adopt hair treatments at home as a relaxing activity but also as a cost saving behavior as the economy declines. Hair care products can help deliver this at-home spa experience, by using products with ingredients promoting wellness-related benefits such as adaptogens and essential oils.

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