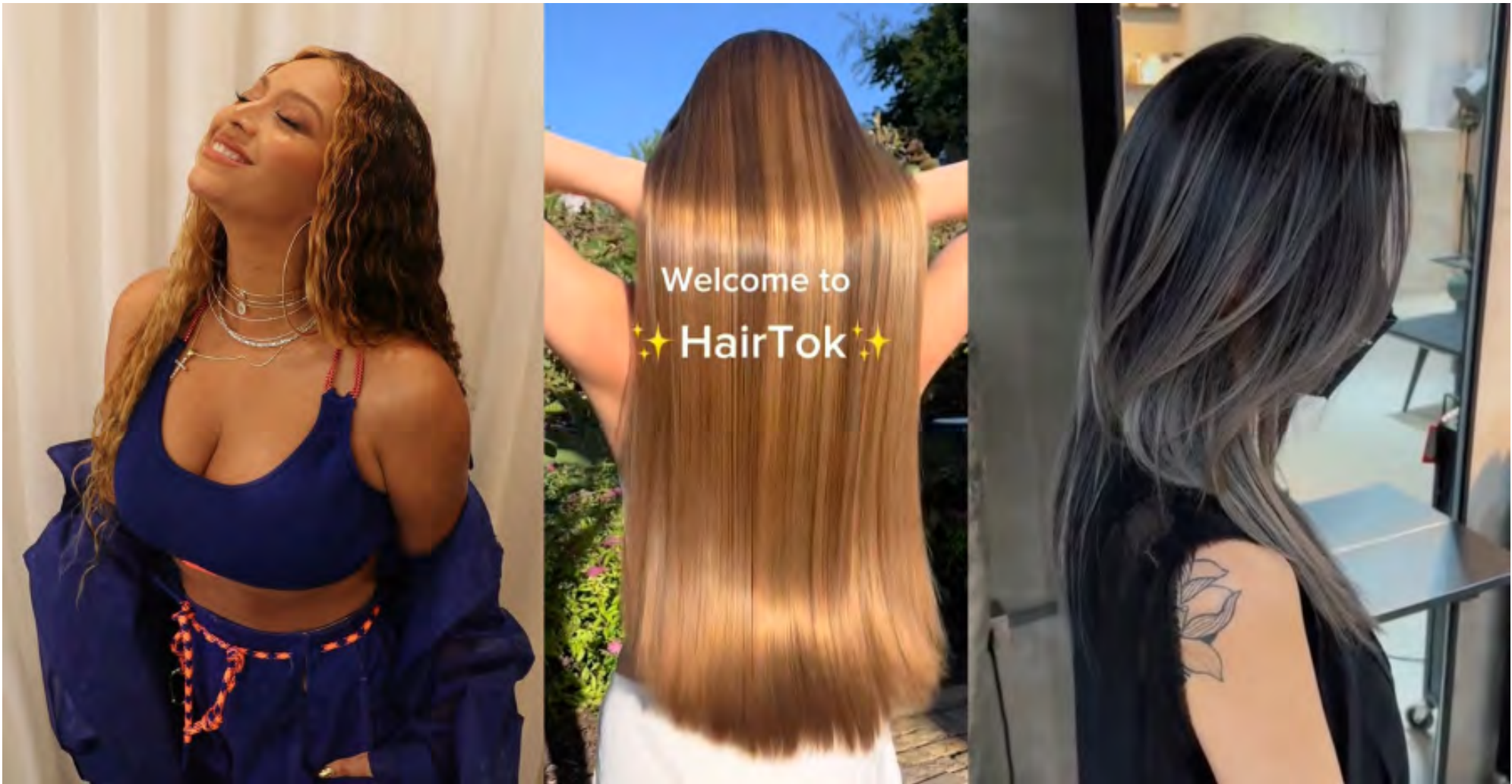


9 Hair Trends and 7 Hairstyles That Will Be Trending in 2024, According to Experts

By CLEO YONG
28 DECEMBER, 2023



Curious about which hair trends 2024 will usher in? From short haircuts to bold colours and more emphasis on intensive haircare, this year has been plentiful and striking for the hair industry.

To discover what hairstyles and hair trends will dominate next year, we asked two beauty and haircare experts. Let’s take a look at what’s in store for us in 2024!

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Hairstyles You Can Still Rock in 2024

Wolf Cut and Butterfly Cut



Credits: @jennaortega/Instagram, @sarahchapmanhair/Instagram, @rey_nathanaell3/Instagram

As part of the resurgence of hair trends from the '70s and '80s, the wolf cut is one of TikTok’s biggest protege **hair trends**. So huge that celebrities the likes of Jenna Ortega, Miley Cyrus, and Billie Eilish have sported the hairstyle.

It’s an audacious, modern mash-up of the '70s shag and the '80s mullet that creates volume to your tresses, with longer layers in the back.

Meanwhile, the **butterfly cut** (also known as a thousand-layer or octopus haircut) is touted to give you “rom-com hair”. It features abundant layers and feathering, showcasing shorter layers on the top and crown, along with **curtain bangs**.

@taku.648

Perfectdress, **#perfectmakeup** and **#perfecthairstyle**
. Enjoy a **#amazingnight** . **#ウルフカット** **#fyp** **#울프컷** **#wolfcut** **#hairmakeover**
#hairtransformationchallenge

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Some stylists have even gone a step further by combining both haircuts for a unique look that can be tailored to match your vibe, whatever it may be (glam, grunge, edgy, cutesy, or elegant).

According to Tiffany Tan, Master Trainer Stylist at **Picasso Hair Studio**, both the wolf cut and butterfly cut “will still be trending at least for the first half of the year”. Plus, she noted that the butterfly cut may evolve into “a wilder and more shaggy version”.

Pin-straight Hair



Credits: @anyataylorjoy/Instagram, @kimkardashian/Instagram

It's time to stock up on heat protectants and get to grips with your **hair straightener**!

In line with the noughties beauty comebacks, thanks to millennials and Gen Z's nostalgic obsession with the era, sleek, straight hair was revived and seen on several celebrities on the runway and red carpet.

Tiffany shared that this polished look might get hyped up again while fashion trends get even more wild, outrageous, and futuristic since minimalist, **pin-straight hair** complements these fashion trends the best.



Credits: @ivangomez/Instagram, @neutral.fleur/Instagram

Tired of conventional hairstyles and seeking a refreshing, experimental look? Try the mixie cut.

Another celebrity favourite, the mixie cut is all about edginess, individuality, and pushing boundaries. We've seen this built-in statement hairstyle adorning the heads of Zendaya, Demi Lovato, Miley Cyrus, and *Money Heist*'s Úrsula Corberó.

Described by Tiffany as a mixture of a mullet and a **pixie haircut**, which were both trending looks in 2023, the mixie cut is made for cool, rebellious girls. Think short, dainty crops in the front with longer chunks at the back — adorable and badass at the same time.

Glossy, Velvet Hair



Credits: @tessaapeay/TikTok, @abigaillinnn/TikTok, @calistatee/TikTok

In case you missed it, the highly revered “**glass hair**” look is just as coveted as **glass skin**. Often compared to lavish fabrics like silk and velvet, healthy and lustrous hair will never go out of style.

By treating your hair with the same care and attention as you would a high-quality fabric, you can enhance your overall appearance with graceful movement and a radiant sheen.

According to **Jason Crozier**, Art Director at **Neville Hair & Beauty**, on **Who What Wear**, the allure of velvety hair with glossy finishes gained popularity and was influenced by the world of high-end fashion.

The best part? You can achieve velvet hair by indulging in hair glossing treatments, effective at-home haircare routines, or opting for professional salon colouring techniques that result in a multi-dimensional shine.

The trend has even started ripening further with the inclusion of ethereal iridescent pigments. Case in point, Glaze’s colour conditioning and semi-permanent hair dye **Super Gloss** which is viral on TikTok.

Baroque Bob



Credits: @zendaya/Instagram, @frannfyne/Instagram

Just as we believed we had witnessed every conceivable variation of bob haircuts, a new rendition has emerged. The “baroque bob” is poised to become a prominent hair trend in 2024.

Tiffany mentioned how the opulent look was “prominent in the Versace runway”. Inspired by the luxury and intricate details of the Baroque era, the Baroque bob lends itself well to those with natural curls and waves.

For those without natural curls, fret not, as there are always curling wands that can help you achieve volume for your bob haircut!

Face-framing Highlights



Credits: @sabletoothtigre/Instagram, @beyonce/Instagram, @shiseidopro_official/Instagram

Face-framing highlights, like sunkissed highlights, rebel streaks, or money piece highlights, have reigned supreme for the last few years.

“This year we will continue to see more of it as consumers are becoming more and more aware of having a highlight that is customised to their facial features,” said Tiffany.

It’s a universally flattering style that enhances facial features and gives a daring touch to your appearance — creating a greater sense of depth and dimension to the face.

This requires a lot of eye for aesthetics by the hairstylists to know where they should best place the highlights that will bring out the best facial features of each of their clients,” Tiffany remarked.

Plus, it’s relatively affordable and a seriously low-commitment way to experiment with colour compared to a full hair colour!



picassohairstudio

Ciel · AiwoKudasai Remix (Gregory Stutzer)



FRAMING HIGHLIGHTS

As part of understanding the trend and its popularity, Picasso Hair Studio launched a new highlight technique (Framing Highlight). It involves strategically placing eight to 10 pieces of highlights to frame the face, achieve maximum visibility, and minimise the time or damage done on the hair.

AirTouch Balayage



Credits: @blondespa.md/TikTok, @hairbyjamess/TikTok, @xynzvlv/TikTok

Tiffany also noted how the AirTouch **Balayage** will never be out of trend. It's the best way to achieve a natural and seamless blend of colour, whether you're looking for sun-kissed tresses or bolder pops of colour.

Unlike conventional balayage techniques that require teasing and backcombing of the hair, which may be potentially damaging to your hair, an AirTouch Balayage utilises air to achieve the desired effect.

Hair Trends in 2024: Smoothing Frizzy Tresses



Credit: Bada Hair 바다 헤어 | Korean Hair Salon

Dubbed as probably the top hair trend in 2024, salons and haircare brands have been very focused on damage repair and smoothing **frizzy locks**.

“This will always be the trend in Singapore as people love neat, tidy, and carefree hairstyles. Due to the high humidity in Singapore weather, frizz is the number one concern of ladies in Singapore,” said Tiffany, agreeing that smoothing frizzy tresses will never go out of trend here.

Eleonora Mazzilli, Trend Localization & Business Development Director at **BEAUTYSTREAMS** (a one-stop trend insights source for strategy, marketing, and product development teams worldwide) attests to this hair trend.

[@nickellemick](#)

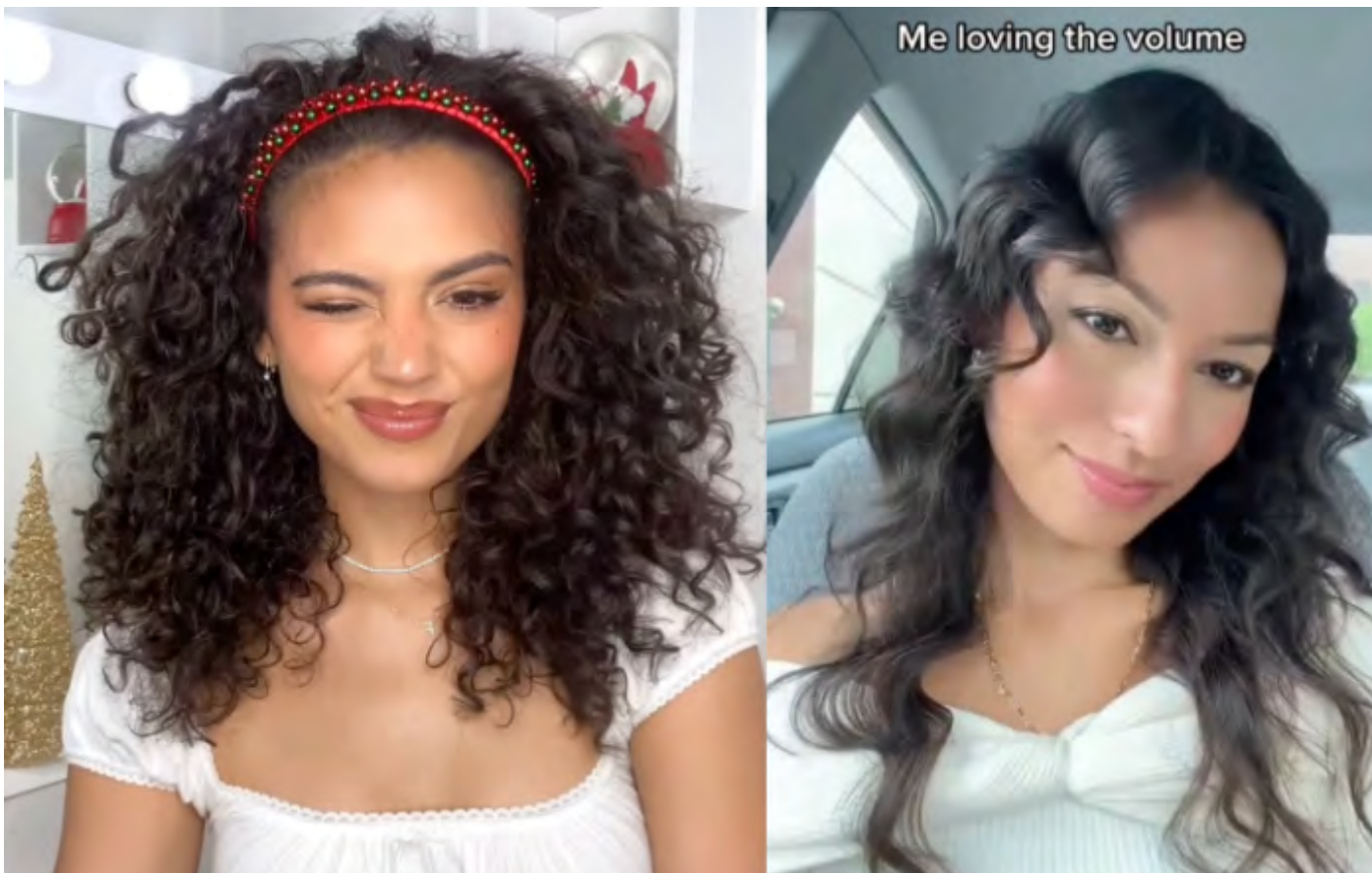
Replying to @yarmy94 My recommendations of Japanese hair products for frizzy hair. Hope this helps
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🎵 [Storytelling – Adriel](#)

“With increased awareness of hair health and the damage that can result from over-styling, exposure to heat, chemical processing, and environmental aggressors, demand for formulas that strengthen and repair damage will continue to accelerate.

Hair repair agents like hydrolysed proteins, biomimetic peptides, or ceramides that act on the hair shaft and reinforce inner bonds, strengthen scalp health, and restore hair cuticle shine and softness while shielding locks from external damage open the way for new hair repair product developments,” BEAUTYSTREAMS noted.

Hair Trends in 2024: Natural Waves and Curls



Credits: @oliviocalabio/Instagram, @andreventurrr/TikTok

On the contrary, while sleek and straight hair is trending, so are soft, natural waves!

BEAUTYSTREAMS noted that “While historically a large segment of the population with textured hair has preferred straight hair, which has led to smoothing frizzy tresses, the natural hair movement is revving up as people across the globe are embracing their natural hair texture.”

Additionally, BEAUTYSTREAMS added that “natural hairstyles such as locs, twists, braids, and Afros have become synonymous with creativity and symbols of freedom”. Hence, this positive movement for the hair industry allows the potential to further address hair diversity and inclusion.

Hair Trends in 2024: Skin-hair Hybrid Formulas



Beneficial and nourishing haircare products are also on the rise. Since the days of two-in-one shampoos and conditioners, hybrid and multi-tasking products have evolved.

BEAUTYSTREAMS further noted that now brands are combining multiple formats and offering a myriad of benefits in a single formula — skin-hair hybrid formulas that blur the lines between haircare and skincare are creating a revolution in the industry.

“Following the movement largely established in the make-up and skincare categories, do-it-all hair care products are growing in popularity, as minimalist-minded consumers streamline their routines to save time and reduce consumption,” BEAUTYSTREAMS shared.

Hair Trends in 2024: the Use of AI



Credit: Daily Vanity

You might have witnessed brands or hair salons jumping onto the artificial intelligence (AI) bandwagon (as they should!). For instance, some salons are using AI to help customers find the most suitable style and colour for them, whether it’s a hair colour simulation or a skin tone analysis.

“This is a strategic move as this is riding on the AI trend that is up and rising not only in the hair industry but also in other industries.

This will greatly help to better let customers know what styles are best suited for them and minimise the chances of having a non-suitable haircut,” Tiffany said.

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Ever wonder which hair style suits you? What is your suitable hair length and type of curls? Would cutting a fringe suits your faceshape? Through Picasso Hair Style Analysis App, we will go through 9 questions, looking at your facial features like your faceshape, eyes, nose, mouth, chin, height, built and skintone. Our Picasso Proprietary App will then analyse and give a recommendation of the best fashion style that best suits you out of our 9 fashion styles. Ask our stylist today for a Picasso Hair Style Analysis using our proprietary app. **#picassohairstudio #62910691**

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**🎵 original sound – Picasso Hair Studio – Picasso
Hair Studio**

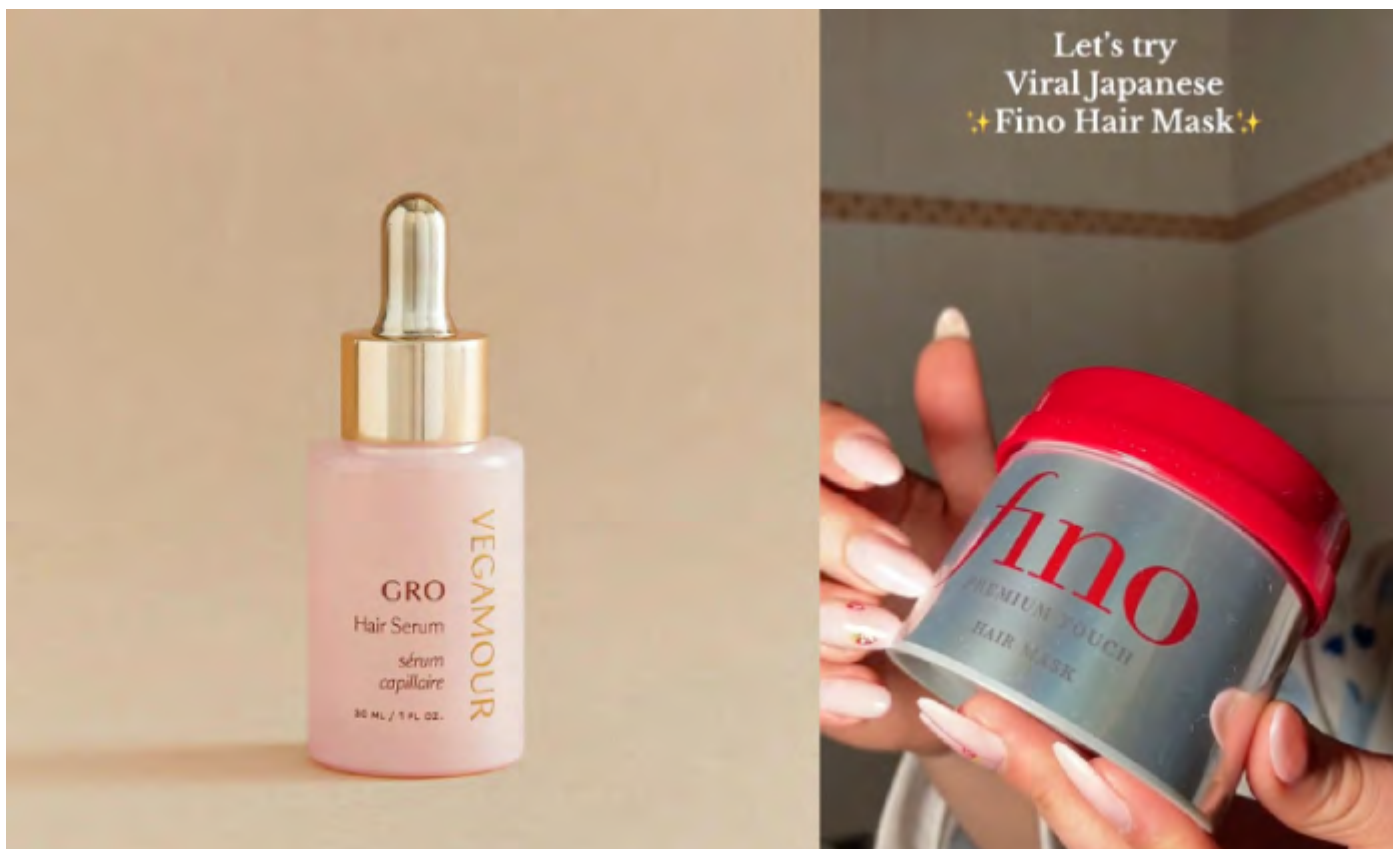
And staying right on trend, Picasso Hair Studio has a proprietary app that analyses one's facial and body features to pick one of the nine hair personality types. This means the customer will get to figure out what's the best hair colour, tones, length, curls, and more!

"We think that smart tech will strongly drive personalization in hair salons. This is the age of digital hair consultations, with hair salons turning to smart technologies to build a more engaging salon experience and provide personalised customer service," remarked BEAUTYSTREAMS.

Of course, AR and AI try-ons will heighten the hair salon experience and let consumers try various hairstyles out before a real-life commitment!

Plus, BEAUTYSTREAMS added that these "AI-powered, in-salon consultations can also direct consumers to hair products and regimens that are just right for them", along with providing ongoing education for hairstylists.

Hair Trends in 2024: the “Skinification” of Haircare



Vegamour GRO Hair Serum (left) and **Fino Premium Touch Hair Mask** (right).

Based on BEAUTYSTREAMS’ calculations and predictions, there will be a shift from functional to high-end, skincare-style haircare products.

“Mirroring the “skintellectual” movement in the skin care industry, a healthy scalp and healthy hair have become a prime goal for consumers. No longer just a commodity, the hair care market is evolving to take on both a skin-first approach and a premium upgrade.

With consumers becoming increasingly savvy and knowledge-thirsty about the exact ingredients found in products, the “skinification” of haircare is accelerating. This is seen in hair care-skin care hybrid products that focus on scalp health, while also protecting and strengthening hair,” said BEAUTYSTREAMS.

Additionally, there is also a rise in sophisticated haircare formulas boosted by ingredients commonly found in skincare, alongside products inspired by skincare rituals and facial cosmetic application techniques.

From haircare claims and textures to concepts and marketing language, it seems like the hair industry is taking cues from the skincare category.

Hair Trends in 2024: More Awareness and Better Treatments for Hair Loss



Yun Nam Hair Care FASTGro™ Hair & Scalp Treatment. Credit: Daily Vanity

Despite the increasing advocacy for body positivity and inclusivity, hair loss continues to carry a negative perception.

The emphasis on physical appearance and attractiveness remains prevalent on social media, where having healthy, voluminous, and lustrous hair is still considered a symbol of youth and beauty.

“Thanks to the latest scientific research and technological advancements, we see that this condition is receiving significant attention, with new methods being developed to treat it and solutions that address the multifactorial causes of hair loss.

We expect to see brands offering online medical hair consultations and assessments, as well as hair-growth products to help normalise hair loss and empower consumers to be proactive about their hair health through conversation, education, and expert-backed products,” stated BEAUTYSTREAMS.

@ssoul_korean

Part 2: Best thing to do in Korea 3 reasons why you should do a scalp treatment in Ecojardin!
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It was also brought up that ingredients like exomes hold promise for the treatment and prevention of hair loss as they work to stimulate the hair follicles.

BEAUTYSTREAMS added, “Regenerative therapies powered by exosomes are slowly emerging, offering great potential for the hair care industry.”

Hair Trends in 2024: High-quality Haircare at Home



Credit: **Depositphotos**

Ever since the pandemic, being able to do everything at home has been having their moment in the sun! Think about being able to achieve salon-quality results without the cost or effort of heading to a hair salon.

Currently, and till the foreseeable future, clinical and dermatological expertise is highly valued by customers looking for a more results-based approach.

“In response, while there tends to be less innovation in hair care and styling appliances in comparison to the skincare devices market, we expect that advances in technology will open a path to growth for brands to offer high-tech and high-performing at-home hair care tools and devices,” BEAUTYSTREAMS said.

@isabellakatee

AFTER 1 USE: hair feels alot smoother!! I'll keep using & keep you updated👩🏻💧 @epres is NOW available in the UK too at epresbeauty.co.uk ❤️ ad

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🎵 original sound – isabellakate

BEAUTYSTREAMS asserted that brands would capitalise on the intersection of haircare and aesthetics by investing in “treatments inspired by professional services, with high-tech devices offering derma-grade diagnoses of scalp health and hair growth”.

“The movement towards tech-backed diagnoses will elevate consumers’ hair rituals by protecting their locks from damage, offering quick and precise results, and enhancing various hair types and styles,” BEAUTYSTREAMS added.

Hair Trends in 2024: Convenience Above All Else



GHD Glide Smoothing Hot Brush (left) and Supergoop Poof 100% mineral part powder (right). Credits: @saraitbeauty/TikTok, @supergoop/TikTok.

Due to increasingly hectic and fast-paced lifestyles, consumers are hesitant to expend more time or energy on an activity than is necessary. As a result, these time-constrained consumers seek hair care formulas that are more efficient.

“Efficiency-driven, fast-acting formulations, leave-in or no-rinse concepts, alongside portable packaging and on-the-go formats will continue to pop up to meet consumer demand for flexible hair care solutions, beyond the classic **dry shampoo**.”

With the crossover between health, wellness, and beauty rising, brands also consider consumers with active lifestyles in their product development, with dedicated formulas that boast sweat-resistant or odour-fighting claims, alongside functional and portable formats for pre and post-workout,” BEAUTYSTREAMS noted.

Hair Trends in 2024: Sustainability, Always



Credit: **Depositphotos**

Although Tiffany noted that there is no predominant technology that will take centre stage in 2024, “the trend for more natural ingredients will continue to be the main focus as people become more aware of the nature of harmful chemicals that will indirectly cause them health issues”.

Adding on, BEAUTYSTREAMS agreed that eco and **sustainable haircare** is thrust into the mainstream since “eco-anxiety is at an all-time high and is leading to changes in consumer purchase behaviours”.

“Consumers now expect brands to make serious commitments related to climate change. From ethically sourced ingredients to environmentally friendly products and packaging, through to carbon reduction and water resource preservation, eco credentials and sustainable practices are slated to dominate the hair care market for the foreseeable future,” BEAUTYSTREAMS explained.

Thus, we see more haircare brands experiment with innovative formats and gestures to shape new hair care routines and pave the way toward a zero-waste lifestyle.

This means compostable materials, plastic-free products, refillable and reusable packaging, and recycling schemes to meet consumer demand internationally for environmentally friendly and ethical hair care products.



AROMATICA Rosemary Hair Thickening Conditioner Bar (left) and The Powder Shampoo Strengthening & Soothing Powder Shampoo For Normal & Sensitive Scalps (left).

Moreover, solid, waterless, and zero-waste haircare products make sense as they allow brands to cut down energy consumption, conserve water resources, and reduce their carbon footprint, alongside reducing or even eliminating superfluous and polluting packaging.

“Water-conscious hair care is likely to be a long-term trend as sustainability concerns continue to be a major purchase decision-making factor, which opens new paths of product formats including solid care, water-activated powders, capsule formats, and concentrated formulations,” added BEAUTYSTREAMS.

Feature image credit: @beyonce/Instagram, @xynzylv/TikTok, @tessaapeay/TikTok
