

Consumers' attitude towards naturals hair care



Cosmetics vs. Naturals sales salience



With the rise of clean beauty trends globally, one may expect the naturals hair care segment to be as sizable as cosmetic. However, despite 41% of consumers claiming naturals to be relevant, less than 5% of households use naturals hair care, resulting in naturals brands only making up 7% of category sales.

What is her trigger to adopt naturals?

Consumer research reveals that “first time pregnancies”, “moves to a healthier lifestyle”, and “skin related health concerns” are common reasons for naturals product adoption (including hair care). She perceives natural products as a good way to “give her hair a break from harmful chemicals” as well as minimize harshness from parabens, perfumes, and alcohol. Despite her preference for gentler products, she is unwilling to compromise on beauty benefits.



What makes herbal essences the natural choice?

- Herbal Essences is the only performance naturals brand globally to be **certified by the Royal Botanic Gardens Kew**.
- Each bottle of Herbal Essences is botanically formulated with **100% real plant essences** and 0% Silicones, Parabens & Colorants for up to 100% more nourished hair.
- Herbal Essences' **nature-inspired fragrances** make every shower a feel-good sensorial experience.
- Herbal Essences is **cruelty-free & vegan**.

Learn more here: herbalessences.com.au/en-au/



The challenge:

How can we **double** Herbal Essences' users by getting more cosmetic hair care users to adopt naturals.

#1 Trial Barrier: She is constantly exposed to celebrities with luscious hair endorsing cosmetic hair care brands on social media and in-store. She doubts that naturals hair care can deliver the same level of beauty benefit that she is unwilling to compromise on.

Imagine this. Throughout her life, she has only used cosmetic hair care; relying on the shampoo her mother purchased when she was a child and buying trending social media cosmetic hair care brands when she's older. She's on an autopilot behavior to shop within the cosmetic hair care segment, and rarely considers naturals brands. What can Herbal Essences do to make her switch?

Deliverables

- A holistic approach that can bring this plan to life in your country.
- Consider the following:
 - Analytics & Insights: Which are the consumer segments/ demographics that are most likely to make the switch? What are the main triggers that would get cosmetic hair care users to consider Naturals?
 - Brand: What communication messages and touchpoints are key to getting her to consider Herbal Essences.
 - Sales: What are some in-store interventions (shelving & display strategies, promotion plan, retailer events) that can nudge the cosmetic shopper to consider naturals.
 - Finance: What's the estimated cost of the plan and expected return on investment.
- The plan can include multiple elements from marketing campaigns to in-store activations. However, the plan should NOT involve product or packaging interventions.
- The plan needs to be executed within the span of 1 year.
- Present the plan in a simple 1-page format and include estimates of the expected results.
- You can include appendices with visuals or supporting data.

