Hair Care Trends in Southeast Asia

Presented by Nicole Fall, CEO & Head of Trends
Inspiration from Asia’s top innovation & trend forecasting agency Asian Consumer Intelligence

Market intelligence, strategy and inspiration

November 2017
Inspiration from Asia’s top innovation & trend forecasting agency Asian Consumer Intelligence

Five by Fifty is a trend forecasting, innovation and strategic research consultancy. We run the world’s only APAC-focused trend content platform found at asianconsumerintelligence.com, and we are the only global forecasting agency headquartered in Asia.

These brands are owned by Asian Consumer Intelligence Pte. Ltd, a Singapore-registered consultancy.
Ethnographic research to uncover fragrance attitudes among Asian Millennials
Hair care trends in Japan encompass three key areas that involve treating scalp, seasonal repair rituals and increased emphasis on organic formulations in a trend we call Scalp Renewal. Taking into account the influence Japanese brands have in the hair care category across APAC, Asian Consumer Intelligence predicts similar adoption in the region over the next 18 months.

Japan’s hair care trends have been falling into three key categories. Namely: scalp care, summer damage care and organics. There has been a particular emphasis on natural or plant-based ingredients, with many more international and domestic brands responding to increased consumer demand in this sector.

Scalp care is of growing importance for both men and women as more consumers understand that positive long-lasting results come from nourishing the roots too. Electronic manufacturer Sharp recently added a scalp massaging extension to its existing “Passmalcluseter” hairdryer range, to stimulate ion distribution.

In September, one of Japan’s largest drugstores, Matsumoto Kiyoshi, released ‘ARGELAN Aroma Moist Hair Treatment’ to soften and cleanse the scalp. The private label brand boasts 97 percent of the ingredients used in its formulation are natural and include: German chamomile extract and rosemary oil extract. The ARGELAN organic range is available for skin, lips and hair. Through these releases, Matsumoto Kiyoshi emphasises the retail drugstore chain’s belief that organic should be within easy reach for everyday use. To this end, the products are moderately priced although they appear luxurious.

Unilever has renewed its pre-existing scalp-centric products through marketing strategy or improved ingredients. The ‘Clear’ scalp and hair offering, aimed at consumers in their 20s, now has added chia and sunflower seed oil to enhance moisture levels. The Clear brand has also enlisted Japanese fashion model Kikka Akimoto as its new women’s brand ambassador for 2017. She has appeared in both TV and print commercials, portraying the product as being refreshing, pure and serene. On the other hand, the men’s version has been advertised using well-known international sports men to give the hair care range a distinctive and ‘cool’ edge.

Competitor P&G has revamped the packaging design and increased the quantity of its Head & Shoulders ‘moisture’ and ‘refresh’ shampoo series, the world’s number one scalp brand for women. The latest commercial features a professional Japanese swimmer and a dance entertainer promoting the idea that the product is effective even in situations when there is a lot of sweat.
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**REGION: MALAYSIA**
Oct 19, 2017

Malaysian women seek a multitude of functional benefits from their hair care treatments that address cultural as well as environmental issues. As incomes increase in Malaysia and growing interest in beauty intensifies...

**REGION: JAPAN**
Oct 17, 2017

Japanese brands are finding new ways to modernize and bring more premium elements to the tea experience through cafes and bottled tea varieties. Asian Consumer Intelligence explores how baristas are adding value to tea a...

**REGION:**
Oct 13, 2017

Turns out mother is not always right. Indian hair care wisdom, inadvertently passed down by well meaning relatives could be to blame for hair fall and even acne issues among Millennials. It has long been tradition in ...

**REGION: INDIA**
Sep 25, 2017

Lakme Fashion Week unveiled a multitude of new cosmetic looks inspired by candy and metallic colours utilizing Lakme’s recent launch Absolute Argan Oil Collection. Lakme collaborated for the first time with local desig...

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The Maximum and Minimum Temperature of Kuala Lumpur

KL’s annual weather

The Weather of Kuala Lumpur

Koeppen Climate Classification for South East Asia. (Source: IRI Climate)

Left: SEA is classified as ‘tropical’. Right and top image; KL’s annual weather

Unique climatic conditions
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Unique environmental conditions cause itchiness.

BIO SCALP ESSENCE®
QUEEN

PURIFY & BEAUTIFY ESSENTIALLY THROUGH PLANTS

This 100% essential oil blend instantly purifies and stimulates micro-circulation to awaken the scalp and energize hair.

It is the perfect remedy for those suffering from an imbalance scalp, whether it is dry, oily, itchy, sensitive or prone to dandruff.

A fortifying boost for hair; it prepares the scalp and boosts the action of thinning hair treatment.

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Bestmade (M) Sdn Bhd
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Recommended for
World Hijab Day

QUEEN Bio Scalp Essence®, specially formulated for:
• Fresh, cool and scented scalp
• Prevent itchy scalp
• Stimulate new hair grow & anti hair loss
• Softer hair
• Reduce dandruff
• Reduce headache

Ingredients:
Castor Oil, Peppermint Oil, Argania Spinosa Kernel Oil, Panax Ginseng Root Extract, Nettle Extract, Arnica Extract, Sage Extract.

Direction of use:
1. Break the aluminum cap seal by lifting the plastic cap on the glass bottle.
2. Replace it with the nozzle cap. Take the tip cap off the nozzle cap.
3. Apply 3 drops on scalp.
4. Massage gently in circular motion. Rinsing is not required.

700ML
MEDITICATED
SCALP CARE SHAMPOO

PROVEN RESULT
REMOVE DANDRUFF,
ITCHY SCALP,
CLOGGED PORES

POPULAR IN JAPAN

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Green, natural and local
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Malaysian Straight Hair
Malaysian Straight hair comes in many tones. It can range from light brown to dark brown to nearly black. The texture of virgin Malaysian hair is typically straight but it may also have slight waves at the time it is collected from the original donor. Malaysian hair blends well with relaxed hair.

‘Virgin’ Malaysian hair is mainly collected from Indian women

Market intelligence, insight and inspiration
Demand for salon services peaks before the Lunar New Year

Superstition and modern practises
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Capitalizing on Lunar New Year hair traditions

Hair care launches based on lunar new year

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SEA salons go beyond destinations to only get a cut, colour or perm

Typical salon services in Malaysia

typical_salon_services.png
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High end British salons offer few treatments

British salons emphasis hair treatments as a ‘luxury’ not a necessity

£75
Style Experience
A luxury treatment including a hot towel wrap and head massage

£125
Luxury Style Experience
A luxury experience including complimentary bubbles, deep conditioning treatment and personal consultation
Typical Asian hair salons fuse aesthetics with remedies

Holistic approach to hair care
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Hair salons in Asia

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Beauty salon approach to hair treatments

Typical salon services in Malaysia

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Detoxification and nutrients; communication influenced by wellness, diets and skincare
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Anti-pollution, UV protection, anti-ageing and anti-bacterial botanical formulations with parallels to skincare

Growth areas
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Double cleanse shampoos, pre-shampoos and emphasis on new washing rituals

Growth areas
Barbers and male-oriented hair salons are also offering scalp-focused treatments in KL
Hair Depot is a hair products retail concept focused on hair and scalp products

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Growth areas
Thank you for listening. Any questions?

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