

Skin Care-Inspired Ingredients Shaping Hair Care Innovation

Key Market Trends and Opportunities in Hair Care Product Development

Seasonal shifts present the perfect time for a fresh start—not just for your skin, but for your scalp and hair too! As consumers continue to prioritize wellness and ingredient transparency, hair care formulations are embracing skin care-grade ingredients to support scalp health and hair vitality. Our product development experts break down this evolving trend—highlighting key market dynamics and major opportunities shaping hair care product development this season.



The Next Frontier: Elevating Hair Care with Skin Care Science



Continues to gain momentum

"Skinification" of hair



THE RISE OF SKIN CARE-INFUSED HAIR FORMULATIONS

The trend of applying skin care principles to hair care—known as the "skinification" of hair—continues to gain momentum, with product innovations and portfolio expansion driving innovation in scalp and hair health.

~ \$214 BILLION HAIR CARE MARKET GROWTH

The global hair care market is anticipated to grow from USD 113.93 billion in 2025 to USD 213.47 billion by 2032.¹



Aesthetics Today

Skin care now goes beyond just the face. People are using the same kinds of products for their body, scalp, and even teeth. More people want products that not only make them look good but also make them feel healthier. Things like body lotions with the same fancy ingredients as face creams, or shampoos that take care of the scalp, are getting really popular.²



Alice Jones
COPYWRITER
AESTHETICS TODAY



Five Key Skin Care-Derived Ingredients to Watch

1	HYALURONIC ACID THE ULTIMATE HYDRATOR	
	WHAT IT DOES Locks in moisture, keeping the scalp and hair strands soft and hydrated	BENEFIT Prevents dryness and irritation from changing temperatures
2	SALICYLIC ACID EXFOLIATION FOR A FLAKE-FREE SCALP	
	WHAT IT DOES Removes buildup, dead skin, and excess oil, promoting scalp health	BENEFIT Clears the way for stronger, shinier hair growth
3	PEPTIDES STRENGTH & REPAIR	
	WHAT IT DOES Strengthens the hair cuticle, reducing breakage and improving elasticity	BENEFIT Helps hair recover from winter damage, leaving it resilient for warmer days
4	MICROBIOME-FRIENDLY ADDITIVES SCALP BALANCE & PROTECTION	
	WHAT IT DOES Supports the scalp's natural microbiome, reduces irritation, and strengthens the skin barrier	BENEFIT Helps maintain a healthy scalp environment amid seasonal changes, reducing dryness and sensitivity
5	MICELLAR WATER GENTLE, DEEP CLEANSING	
	WHAT IT DOES Effectively removes buildup, excess oil, and impurities without stripping essential moisture	BENEFIT Keeps hair and scalp refreshed and weightless, perfect for the transition to warmer weather

Meet Consumer Demand for Multifunctional, Skin Care-Inspired Hair Care Solutions with:

- Scalp Treatments and Care
- Prebiotic and Probiotic Infused Products
- Hydrating Shampoos and Conditioners
- Exfoliating Treatments and Cleansing Serums
- Thermal Protectants
- Leave-In Hair Care Treatments
- Deep Conditioning Masks
- Styling Creams, Sprays, and Mousses
- Hormonal and Life Stage Hair Treatments
- UV Protection Sprays with SPF
- Hair Loss and Thinning Prevention and Treatment
- Dry Shampoos
- Texturizing and Volumizing Sprays
- Hair Oils

Say hello to a season of refreshed, healthy hair and scalp!

As a market-leading specialty aerosol and liquid product manufacturer of personal care products, PLZ Personal Care Solutions is at the forefront of skin care and hair care innovation. We offer expertise in formulating and developing a comprehensive range of hair care products tailored to diverse textures, lengths, and styles. No matter what stage in the product life cycle you're in, our team can help you offer offerings that meet the highest standards of efficacy and appeal, while aligning with market trends and consumer preferences. Learn more on the [PLZ Personal Care Solutions hair care webpage](#).

Contact us today

plzcorp.com/personal-care

CSPersonalCare@plzcorp.com

(800) 332-9000

[LinkedIn](#)

PLZ
PERSONAL CARE



¹ Fortune Business Insights, "Hair Care Market Size, Share & Industry Analysis, By Product (Hair Colorants, Shampoo, Conditioner, Hair Oil, and Others), By Distribution Channel (Supermarket/Hypermarket, Specialty Stores, Online Stores, and Others), By and Regional Forecasts, 2025 – 2032"

² Aesthetics Today, "Skinification the Biggest Beauty Trend in 2025?", Alice Jones