

&lt; Press Release &gt;

**Aderans**

## &lt; Japanese National Shampoo Survey &gt;

Do people share shampoo with family or use their own?

**Around 60% use “personal” rather than “family” shampoo****“Using my own shampoo” becomes more common than “sharing with family”**

Aderans Co., Ltd. (Head Office: Shinjuku-ku, Tokyo, Japan; Group CEO, Representative Director, and President: Yoshihiro Tsumura), promoting the wellness industry of hair, beauty, and health on a global scale, conducted the Japanese national shampoo survey. The total number of respondents for this online survey was 4,888, consisting of 104 men and women in their 20s to 60s from each of the 47 prefectures across Japan.

As hair specialists, Aderans has been supporting customers with hair problems since it was established. To deepen our understanding of people’s attitudes and concerns about hair, we have conducted national surveys on hair since 2020 and compared results among the 47 prefectures across Japan. This is our third survey, and we focused this time on shampoo, including how people choose products and what features are important for them.

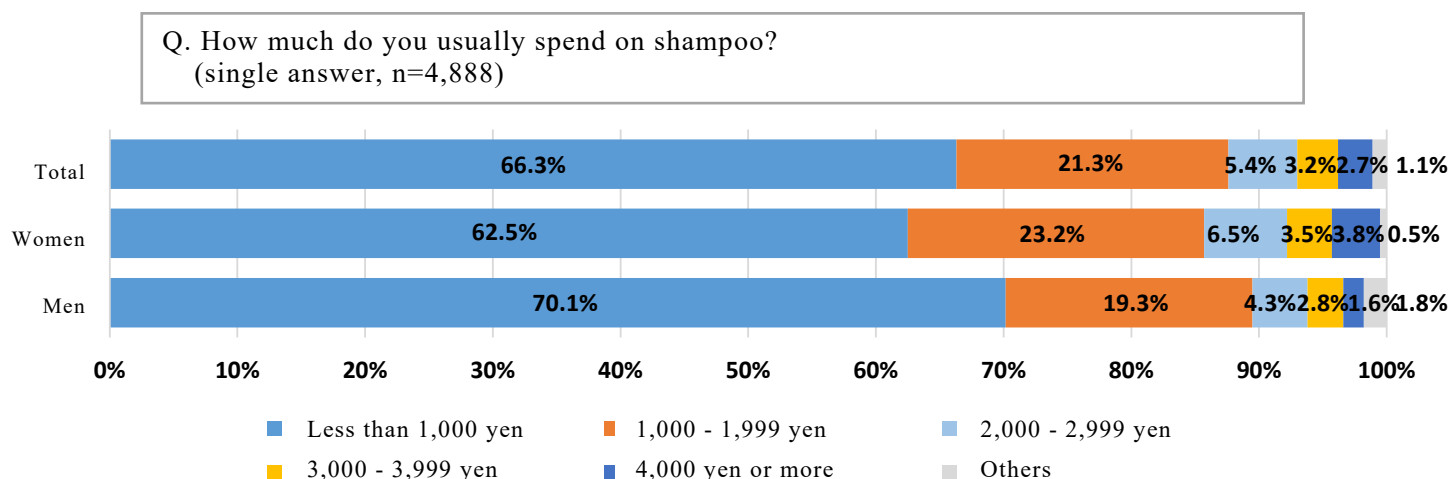
**Key topics and findings**

- ◆ **The price of the shampoo they use: “less than 1,000 yen” is most common,**  
**but 13.8% of women spend “2,000 yen or more”**
- ◆ **People in Shimane Prefecture tend to use more expensive shampoo,**  
**while those in Miyagi & Okinawa tend to spend less**
- ◆ **Around 20% of women purchase more expensive shampoo**  
**compared with five years ago, by 946.7 yen on average**
- ◆ **Factors behind the price increase in shampoo: #1: concerns about**  
**thinning hair / scalp; #2: product review; and #3: switch to an organic shampoo**
- ◆ **Shampoo usage at home: Around 60% have a different shampoo from the other**  
**family members - a clear shift from “family” to “personal” shampoo**
- ◆ **“Personal shampoo” is most common in Akita Prefecture**  
**while around 40% of people in Saga Prefecture use “family shampoo”**

◆ **The price of the shampoo they use: “less than 1,000 yen” is most common,**  
**but 13.8% of women spend “2,000 yen or more”**

First, we asked them about the price of their shampoo. Overall, more than 60% (66.3%) of the respondents chose “less than 1,000 yen,” followed by “1,000 to 1,999 yen” (21.3%) and “2,000 to 2,999 yen” (5.4%).

Looking at the responses by gender, fewer women chose “less than 1,000 yen” than men, showing that women tend to spend more money on shampoo than men do. It is worth noting that 13.8% of women said they spent 2,000 yen or more.



◆ **People in Shimane Prefecture tend to use more expensive shampoo,**  
**while those in Miyagi & Okinawa tend to spend less**

When we compared the responses by prefecture, Miyagi and Okinawa had the highest proportion of people choosing “less than 1,000 yen.” In both prefectures, nearly 80% (77.9%) chose this answer, suggesting that people there tend to save money on shampoo. In contrast, Shimane had the highest proportion of those reporting to spend 2,000 yen or more (i.e., choosing “2,000 - 2,999 yen,” “3,000 - 3,999 yen,” or “4,000 yen or more”). In Shimane, over 20% (23.0%) use shampoo costing 2,000 yen or more. Nagano (18.3%) and Aichi (18.2%) also had relatively high proportions of those choosing higher prices.

Spend less on shampoo		
1	Miyagi	77.9%
	Okinawa	
3	Aomori	76.0%
4	Iwate	74.0%
	Shizuoka	
	Miyazaki	

\* % of those choosing “less than 1,000 yen”

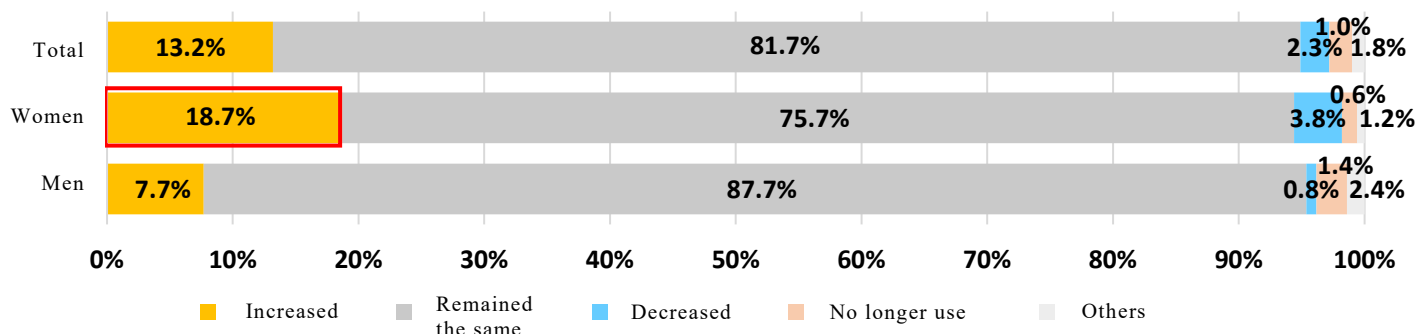
Spend more on shampoo		
1	Shimane	23.0%
2	Nagano	18.3%
3	Aichi	18.2%
4	Hiroshima	16.3%
5	Ehime	15.5%

\* Total % of those choosing “2,000 - 2,999 yen,”  
“3,000 - 3,999 yen,” and “4,000 yen or more”

◆ **Around 20% of women purchase more expensive shampoo**  
**compared with five years ago, by 946.7 yen on average**

We also asked them whether and how much the price of their shampoo had changed in the last five years. Looking at the total data, around 80% (81.7%) of the respondents said the price remained the same. Yet, it is worth noting that 13.2% did report an increase in price. In particular, almost 20% (18.7%) of women reported an increase in the price of shampoo over the five years. For those who reported the price increase (n=643), we asked about how much more they actually spent on shampoo. The average increase was nearly 1,000 yen: 936.4 yen for both genders, 946.7 yen for women, and 912.5 yen for men.

Q. How has the price of the shampoo you purchase changed in the last five years?  
(single answer, n=4,888)

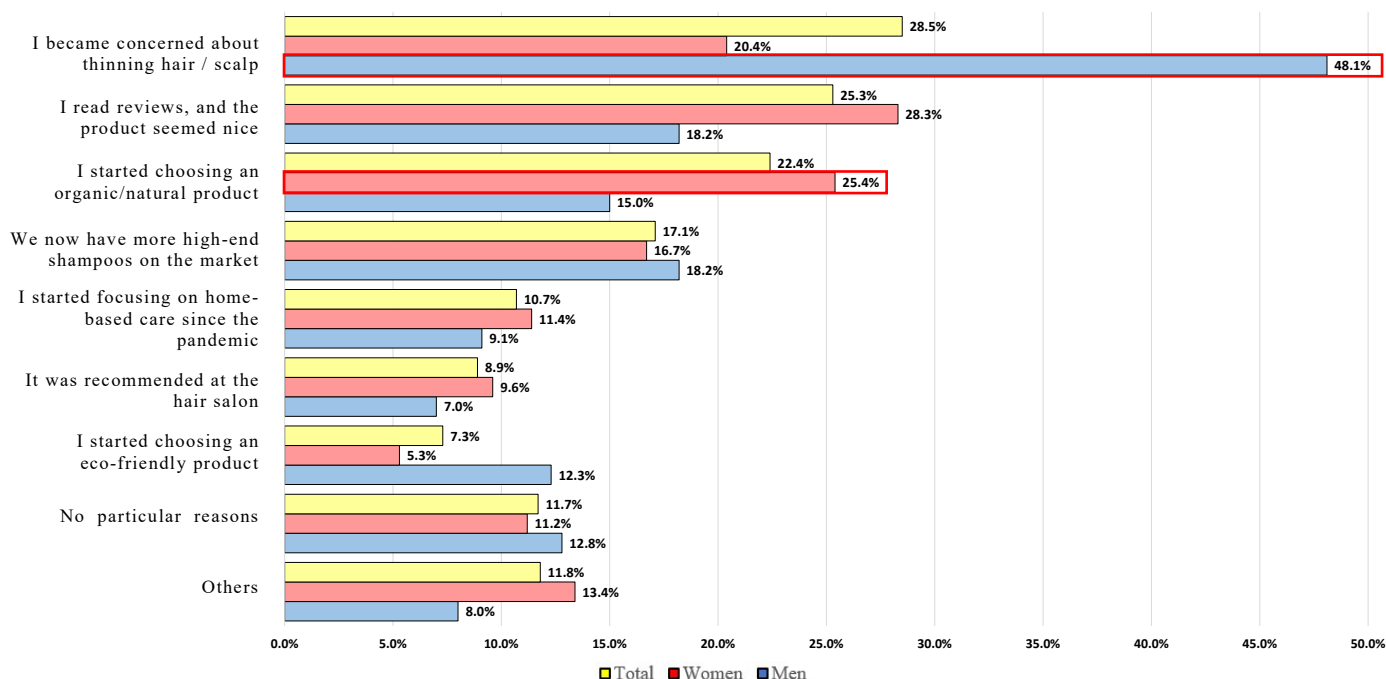


◆ **Factors behind the price increase in shampoo: #1: concerns about thinning hair / scalp; #2: product review; and #3: switch to an organic shampoo**

We asked the respondents, who reported an increase in the price of shampoo, about what had led them to spend more money on the product. Looking at both genders, the most frequent response was “Because I became concerned about thinning hair / scalp” (28.5%). In particular, men were much more likely to choose this reason (48.1%), almost 30 percentage points higher than women. The second common reason was “I read reviews, and the product seemed nice” (25.3%).

The third common reason was “I started choosing an organic/natural product” (22.4%), suggesting an increase in the number of people choosing an organic shampoo, which tends to be relatively expensive, over the last five years. Women were particularly likely to choose this reason (25.4%), over 10 percentage points higher than men (15.0%).

Q. If the price has increased, what led you to switch to a more expensive product?  
Please choose all that apply. (multiple answers, n=643)



◆ **Women tend to focus on a nice finish & effects than on price,**

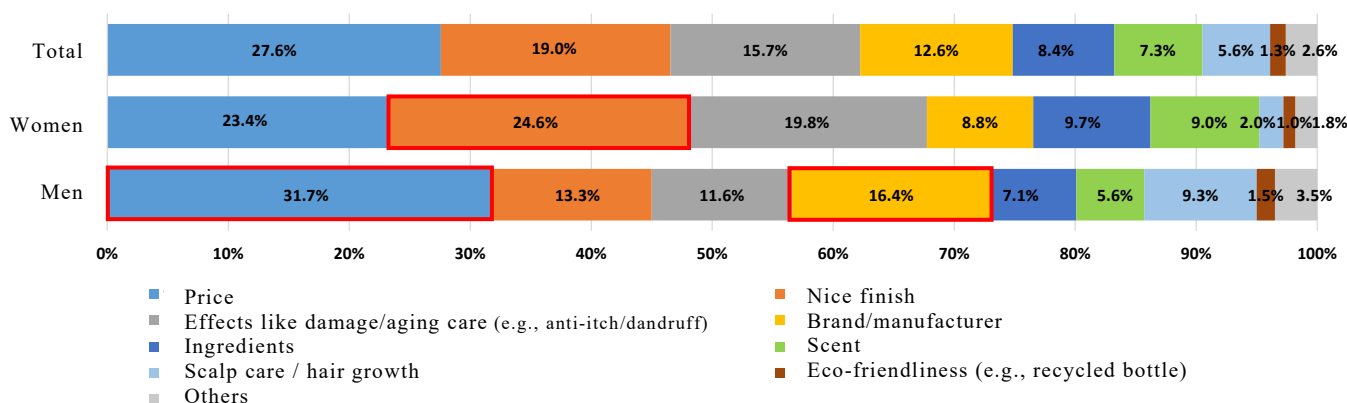
**while men tend to focus on brand/manufacture**

For the question on the most important characteristic when choosing shampoo, the largest number of respondents reported “price,” accounting for 27.6% of the total, followed by “nice finish” (19.0%) and “effects like damage/aging care” (15.7%).

Looking more closely at the responses by gender, women were more likely to choose “nice finish” (24.6%) than “price” (23.4%). Many women also chose “effects like damage/aging care” (19.8%), suggesting that they give great importance not only to price but also to a nice finish and effects.

In contrast, around 30% of men (31.7%) reported “price” as the most important characteristic, followed by “brand/manufacture” (16.4%). The results shows that men and women focus on different characteristics: while women pay particular attention to a nice finish and effects, men tend to emphasize the importance of price and brand.

Q. What do you focus on when you choose shampoo? Please select the most important characteristic. (single answer, n=4,888)



We also compared the three common responses “price,” “nice finish,” and “effects like damage/aging care” by prefecture. Saitama and Shizuoka had the highest proportion of people choosing “price” (36.5%), around nine percentage points higher than the national average. As for the second most common response “nice finish,” higher proportions seemed to be concentrated in the Kanto region, where Tokyo is located, with Tochigi and Chiba ranked top (26.9%) and Kanagawa (23.1%) ranked fourth. Regarding “effects like damage/aging care,” Aomori, Ishikawa, and Kochi had the highest proportion (21.2%).

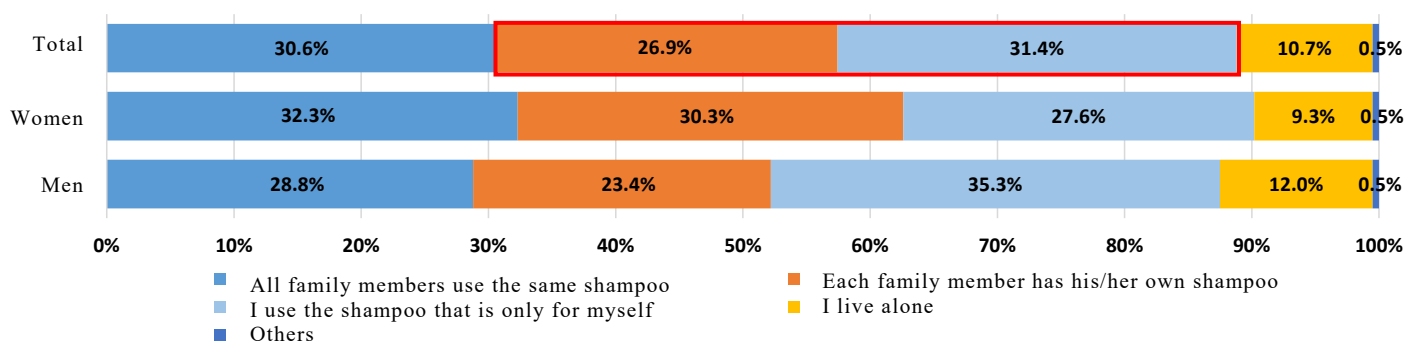
Price			Nice finish			Effects like damage/aging care		
1	Saitama	36.5%	1	Tochigi	26.9%	1	Aomori	21.2%
	Shizuoka			Chiba			Ishikawa	
3	Ibaraki	34.6%	3	Kyoto	24.0%		Kochi	
	Mie		4	Kanagawa	23.1%	4	Yamagata, Niigata,	19.2%
	Kagawa			Nara			Shizuoka, Osaka, Fukuoka,	
	Okinawa			Hiroshima			Nagasaki, Miyazaki	

◆ **Shampoo usage at home: Around 60% have a different shampoo from the other family members - a clear shift from “family” to “personal” shampoo**

When asked about how they used shampoo at home, only around 30% (30.6%) chose “All family members use the same shampoo.” Instead, the most common response was “I use the shampoo that is only for myself,” accounting for 31.4% of the total. Quite a few respondents (26.9%) also chose “Each family member has his/her own shampoo.” These results show a tendency for different shampoos to be used within a family.

As mentioned in the previous question on the important characteristics of shampoo, people of different genders have different focuses. It is therefore understandable that each family member has different needs when choosing shampoo. In recent years, we see a greater variety of shampoos both in terms of product type (e.g., scalp shampoo, organic shampoo) and price. As a result, shampoos are now able to meet different needs of different family members, contributing to the “personalization” of shampoo at home.

Q. Do you use a different shampoo from the other family members (or those living with you)? (single answer, n=4,888)



◆ **“Personal shampoo” is most common in Akita Prefecture while around 40% of people in Saga Prefecture use “family shampoo”**

When we compared the responses by prefecture, Saga had the largest proportion of people choosing “All family members use the same shampoo” (42.3%), followed by Shizuoka (40.4%) and Gifu/Mie (39.4%). Meanwhile, the total proportion of those choosing “Each family member has his/her own shampoo” and “I use the shampoo that is only for myself” was highest in Akita (72.1%). In other words, over 70% of people in Akita use a different shampoo from the other family members.

"Family shampoo"		
1	Saga	42.3%
2	Shizuoka	40.4%
3	Gifu	39.4%
	Mie	
5	Shimane	37.5%
	Kagawa	

\* % of those choosing "All family members use the same shampoo"

"Personal shampoo"		
1	Akita	72.1%
2	Tottori	67.3%
3	Aomori	65.4%
	Ehime	
5	Toyama	64.4%
	Shiga	

\* Total % of those choosing "Each family member has his/her own shampoo" and "I use the shampoo that is only for myself"

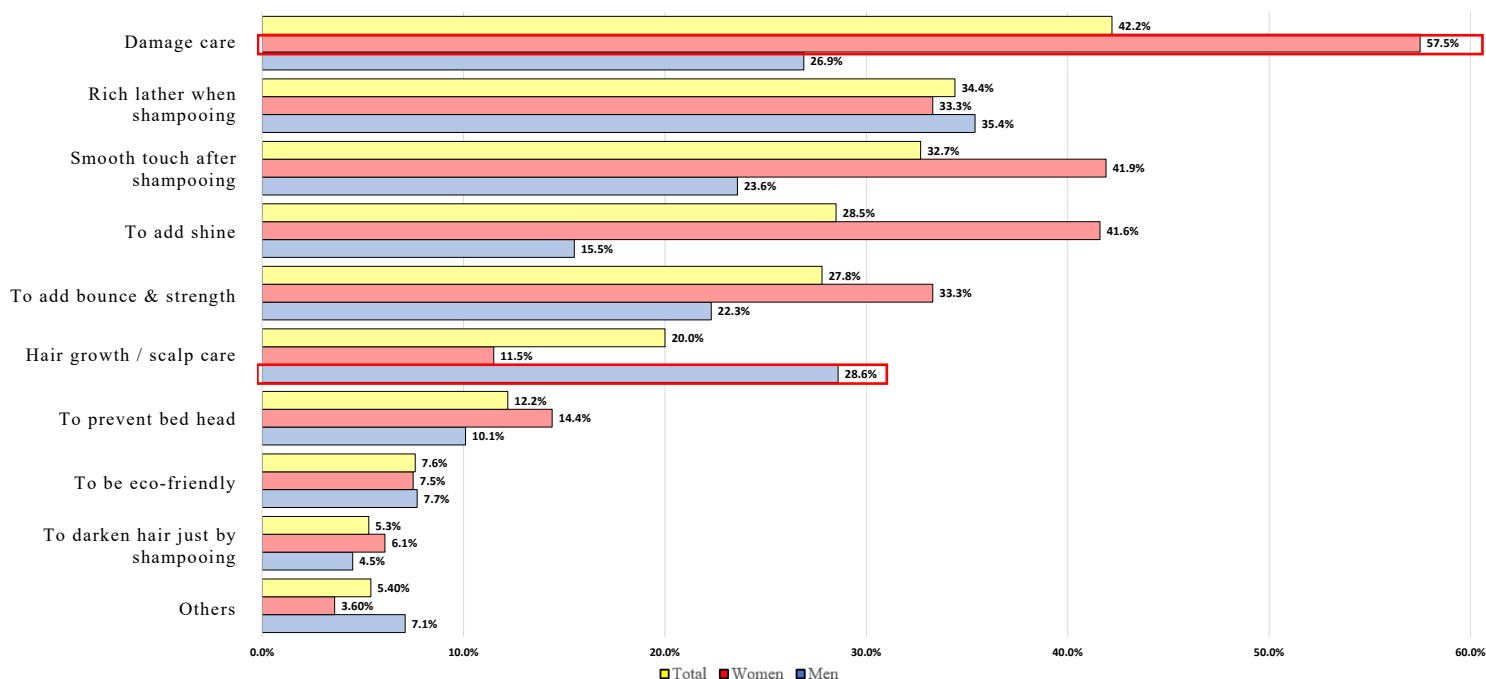
## ◆ Additional value people expect from shampoo:

### #1: damage care; #2: rich lather, and #3: smooth touch after shampooing

When we asked them about what additional value they would like shampoo to offer, the most common response was “damage care” (42.2%), followed by “rich lather when shampooing” (34.4%) and “smooth touch after shampooing” (32.7%).

Looking closely at the results by gender, the top response for women was “damage care,” chosen by nearly 60% of the respondents (57.5%), followed by “smooth touch after shampooing” (41.9%) and “to add shine” (41.6%). In contrast, for men, “rich lather when shampooing” was the most common response (35.4%). Men were also more likely to choose “hair growth / scalp care” (28.6%) than women (11.5%), with a difference of over 15 percentage points.

Q. What additional value would you like shampoo to offer? Please choose all that apply.  
(multiple answers, n=4,888)



#### < Outline of the Survey >

- Survey title : Japanese National Shampoo Survey
- Respondents : 4,888 men and women in their 20s to 60s across Japan (valid responses)  
104 respondents (52 men and 52 women) from each of the 47 prefectures
- Survey period : Monday, January 31 to Wednesday, February 2, 2022 (three days)
- Survey method : Online survey
- We commissioned Macromill, Inc. to conduct the survey.

#### \* Regional categories (prefectures)

Hokkaido	(Hokkaido)
Tohoku	(Aomori, Iwate, Miyagi, Akita, Yamagata, and Fukushima)
Kanto	(Ibaraki, Tochigi, Gunma, Saitama, Chiba, Tokyo, and Kanagawa)
Chubu	(Niigata, Toyama, Ishikawa, Fukui, Yamanashi, Nagano, Gifu, Shizuoka, and Aichi)
Kinki	(Mie, Shiga, Kyoto, Osaka, Hyogo, Nara, and Wakayama)
Chugoku	(Tottori, Shimane, Okayama, Hiroshima, and Yamaguchi)
Shikoku	(Tokushima, Kagawa, Ehime, and Kochi)
Kyusyu and Okinawa	(Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, Kagoshima, and Okinawa)

\*In this survey, percentages are rounded to one decimal place and therefore may not add up to 100%.

#### < Media Inquiries >

Group CSR and Corporate Communications Office, Aderans Co., Ltd.

TEL: +81-3-3350-3268 E-mail: [pr@aderans.com](mailto:pr@aderans.com)

Aderans website: <https://www.aderans.co.jp/corporate/english/>