

TextureMedia®  
PRESENTS

# CONSUMER SPENDING CURLY vs STRAIGHT HAIR

WHO SPENDS MORE ON PRODUCTS?

## CURLIES SPEND



ON MOST  
COMMONLY USED  
PRODUCTS MONTHLY

### CURLIES

spend  
**\$350**  
annually

### STRAIGHT

hair consumers spend  
**\$250**  
annually

WHO USES MORE PRODUCTS?



**CURLIES USE**  
MORE PRODUCTS DAILY

**54% of CURLIES**

use 4 or more

**41% of STRAIGHT**

hair consumers use 4 or more

WHAT DRIVES HER TO BUY PRODUCTS?

## CURLIES CONSIDER MORE WHEN PURCHASING PRODUCTS

### CURLIES



### STRAIGHT



PRICE



EASY TO FIND



ONLINE REVIEWS/  
RECOMMENDATIONS



NATURAL/GREEN  
INGREDIENTS

TextureMedia®'s 2.5 million MONTHLY uniques  
SPEND 1 BILLION ANNUALLY ON HAIR PRODUCTS

TextureMedia®

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Source: TextureTrends™ survey of NaturallyCurly.com & CurlyNikki.com audiences, TextureMedia Inc. and NaturallyCurly.com