

Chrisam Naturals 2025 Hair Survey Report Black Women & Hair in the UK



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Chrisam Naturals surveyed 189 Black women across the UK to listen to what they had to say about their hair truths, struggles, and dreams!

At Chrisam Naturals, we believe that hair is not just hair! It is heritage, expression, self-love, and power. This survey was created to listen to the voices of Black women in the UK and to better understand their lived experiences, challenges, and aspirations when it comes to their hair.

We are proud to share the findings from this report with our community and beyond, to shape not only our product development but also to contribute to the ongoing redefinition of Black beauty.

Survey Overview

- **Date Conducted:** 2025
- **Participants:** 189 Black women from across the UK
- **Format:** Anonymous online survey via Google Forms
- **Purpose:** Understand haircare concerns, values, and unmet needs among Black women to inform product innovation and community engagement.

Who Took the Survey

- **Age Range:** Women aged **18–55**, with the core group between **25–44**
- **Location:** From urban hubs like London and Birmingham to smaller towns across the UK



- **Hair Types:**
 - Majority wear **natural hair**
 - Others reported **relaxed, transitioning, or locks and sister lock styles**
- **Styling Habits:**
 - Most women **do their hair at home**
 - A smaller percentage visit salons, and if so, within **1-3 months**

Summary

Black women across the UK are taking charge of their hair journeys with intention and adaptability. The 25–54 age bracket signifies a time when hair expression profoundly influences identity, career, and confidence. Women, despite limited salon access or preference, are crafting their own routines and rituals at home. This aligns with research showing that Black British women often **spend more on haircare yet remain underserved by mainstream brands** ([TreasureTress, 2023](#)).

What Women Told Us

Hair Is Emotional, Cultural, and Powerful

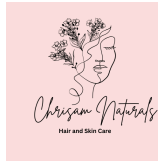
Women described their hair as

- “A reflection of self-respect”
- “A link to ancestry”
- “A site of tension and pride”

Hair is deeply tied to identity and self-worth. The emotional investment in hair goes beyond aesthetics. It speaks to cultural memory, resilience, and healing.

Summary

Black women’s hair is more than a style; it is a statement of self and legacy. The way



respondents speak about their hair reveals emotional depth, cultural pride, and a need to be seen. This finding echoes the [Black British Beauty Directory's](#) ongoing insight that **representation is a vital component of trust and loyalty** among Black consumers.

Top Hair Challenges

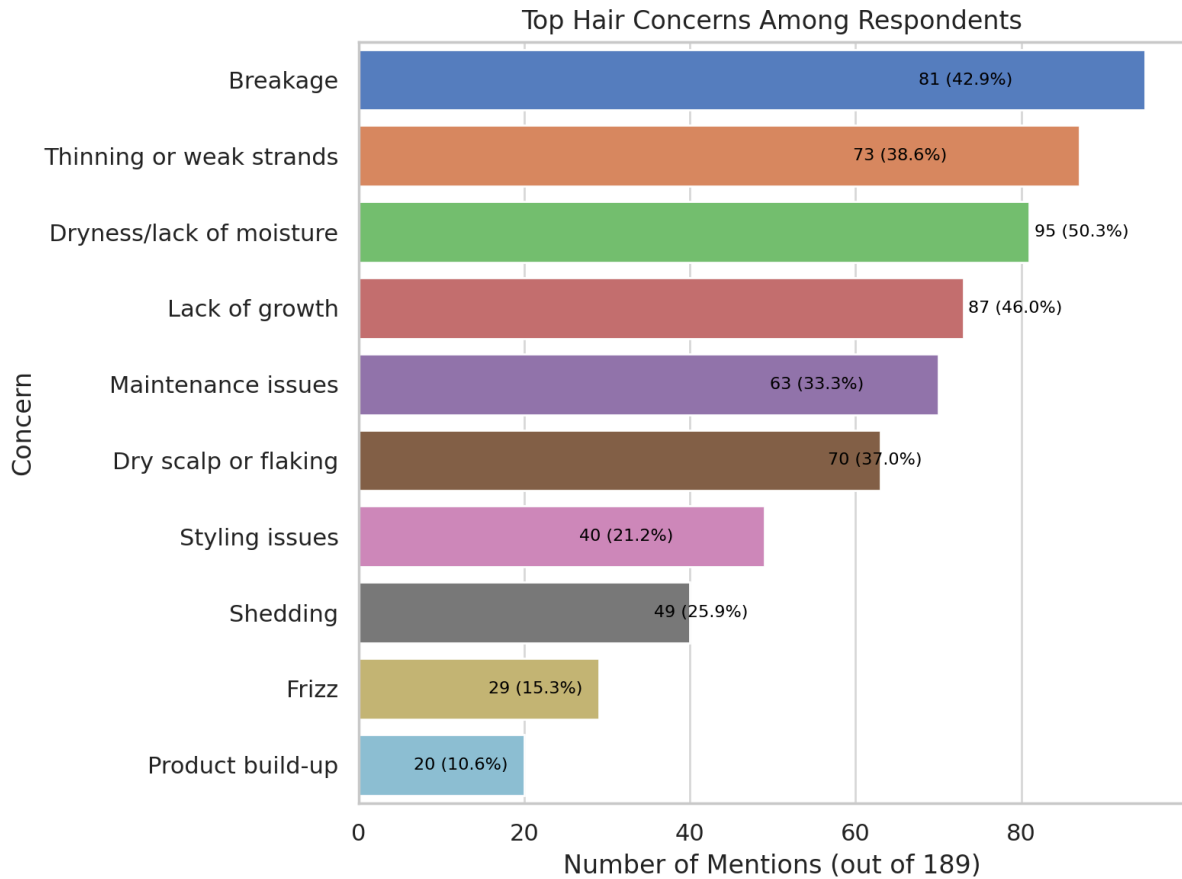
Based on direct responses, the most common hair concerns were:

Concern	% of Respondents
Breakage	50.3%
Thinning or Weak Strands	46.0%
Dryness / Lack of Moisture	42.9%
Lack of Growth	38.6%
Maintenance Issues	37.0%

These issues often co-occur, with many women citing **two or more concerns** simultaneously.

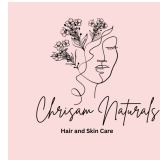
“I’m tired of juggling dryness, breakage, and no visible growth. I want something that actually works.”

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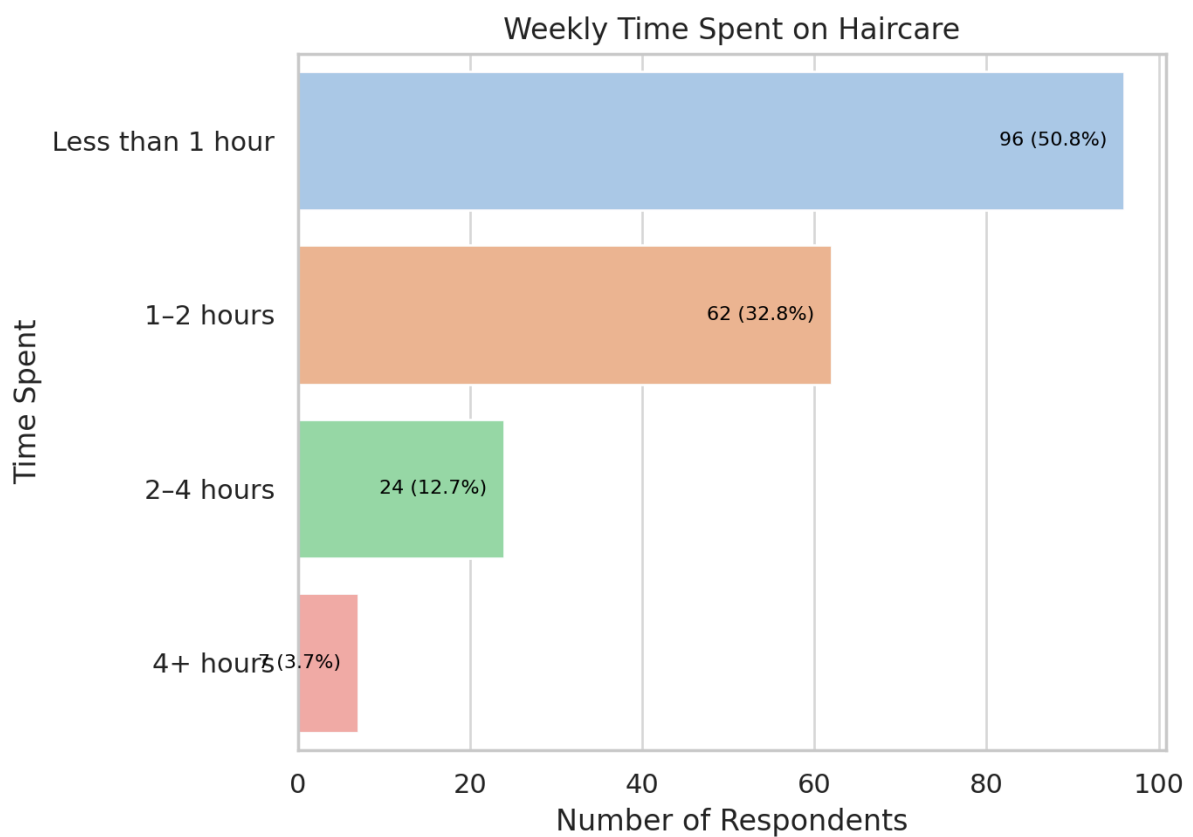
Summary

Hair challenges like breakage and thinning are not isolated. They stem from a wider landscape of **neglected needs, product mismatch, and limited access to textured-hair knowledge**. These experiences are not new; in fact, Mintel (2023) reports that **67% of Black British women feel their needs are overlooked by beauty brands**, reinforcing the need for intentional, reparative care in the industry.

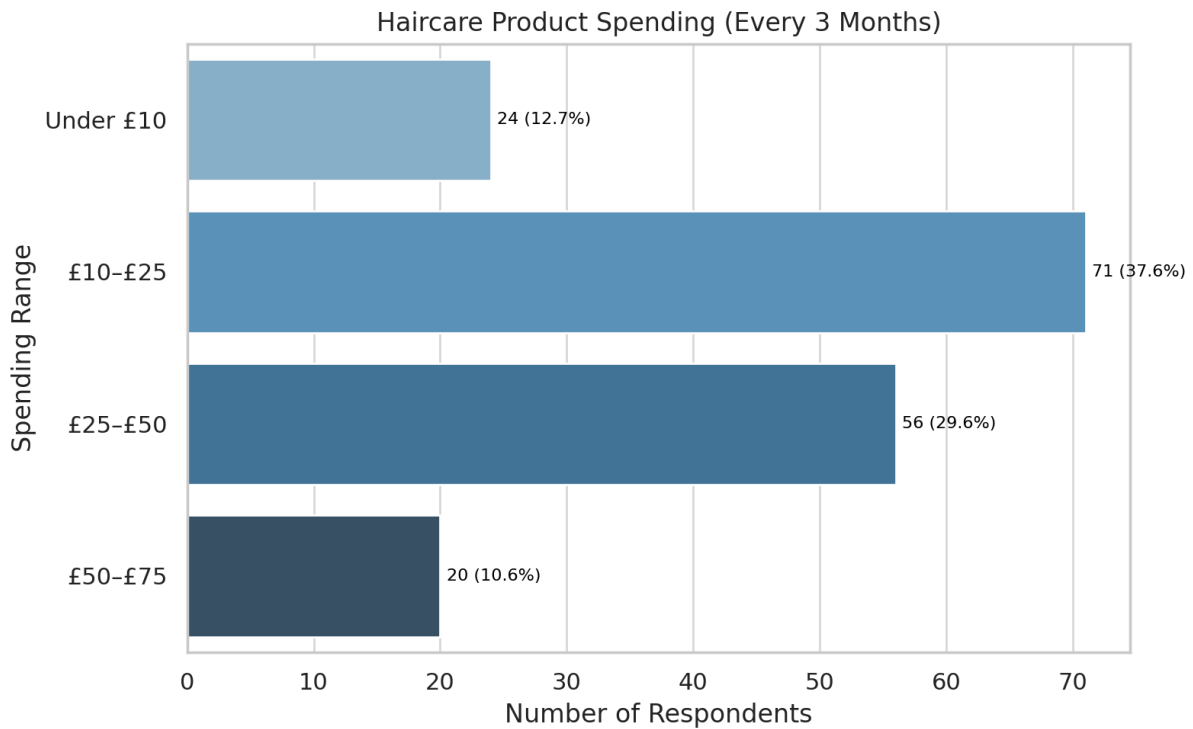


Time & Money Investment

- **Time:** Majority spend **under 2 hours a week** maintaining their hair
- **Money:** Typical spending per 3 months is **£25–£75**
- **Shopping Preferences:**
 - **Online retailers** (Amazon, Boots)
 - **Supermarkets & beauty supply stores**
 - **Direct from brands**



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Summary

Women are managing their hair efficiently within constraints of time, budget, and accessibility. They invest in what works but aren't afraid to look elsewhere when brands fall short. As highlighted in the [TreasureTress UK Beauty Report](#), Black women often “outspend their peers but are the most under-targeted group in mainstream marketing.” Their loyalty must be earned through relevance and respect.

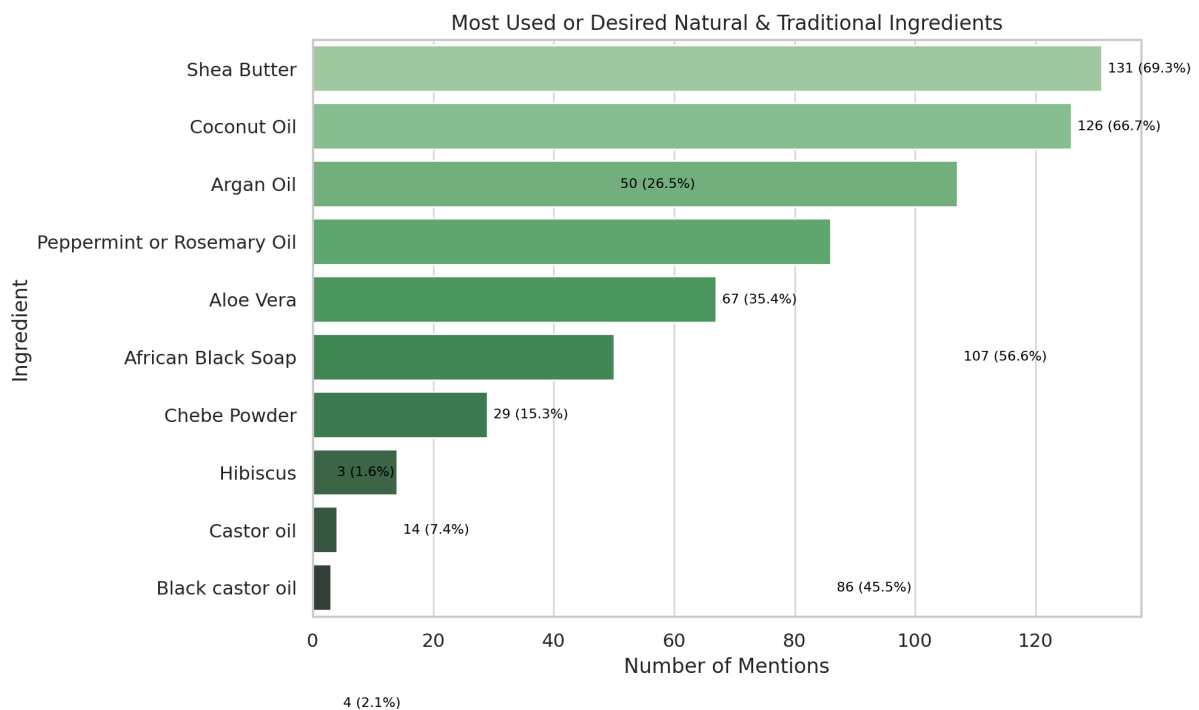


Natural & Traditional Ingredients Matter

Women overwhelmingly support the use of **heritage-rich ingredients**. Not only do these ingredients yield results, but they also embody trust and tradition.

Most used or desired:

- **Shea Butter**
- **Coconut Oil**
- **African Black Soap**
- **Jamaican Black Castor Oil**
- **Chebe Powder**





Most avoided:

- Parabens
- Sulfates
- Heavy alcohols and silicones

Summary

The demand for ancestral ingredients reflects a deeper desire for **cultural authenticity and holistic nourishment**. Ingredients like Chebe are not trends; they are traditions. This preference is in line with wider industry patterns where ingredient-conscious consumers are **increasingly seeking rooted, transparent, and reparative formulas** ([Statista UK Haircare Trends, 2025](#)).

What Women Want in a Haircare Brand

These were the top 5 brand qualities respondents chose (multi-select allowed):

1. **Visible Results**
2. **Ingredient Transparency**
3. **Affordable Pricing**
4. **Easy to Shop / Order**
5. **Inclusive of All Black Hair Types**

Summary

What Black women are asking for is *not unreasonable*; they want what every customer deserves: results, honesty, affordability, and ease. But when products consistently fall short for Black hair types, these expectations become radical. **Black women are not asking for luxury—they are asking for basic respect and representation when it comes to their hair!**



Quotes from the Community

“Don’t copy mainstream brands and just slap ‘for curly hair’ on it. We want ancestral, real, and respectful.”

“Afro hair care in the UK still feels like an afterthought. That needs to change.”

“Make haircare feel joyful again.”

Summary

These quotes reveal frustration but also **deep hope**. Black women don’t just want better products; they want brands that understand the *story behind the strands*. Haircare must be more than a routine; it must be a recognition.

Final Thoughts

This report is more than a collection of data. It is a window into the hearts, habits, and hopes of Black women across the UK. Despite years of neglect by mainstream beauty, these women continue to care deeply for themselves, each other, and their crowns.

Our community is not waiting to be saved. It is already solving, learning, and thriving. But it deserves more: more options, more understanding, and more joy. What we see here is a generation of women building their own traditions, rooted in both science and ancestry.

At Chrisam Naturals, we are committed to being part of that journey, not by leading it, but by listening. We’re here to co-create a future where heritage is honoured, hair is healed, and black women are never forgotten again.

This is not the end of a survey. It’s the beginning of a movement.