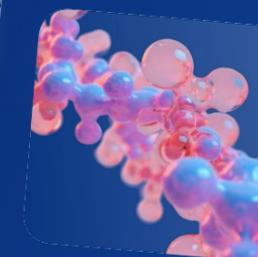


Top 2025 Trends in Hair Care Ingredients

Prepared for CEW



★★★★☆ 4.5

Overview

Revuze analyzed **1,191,207 voice of customer data points** from 15 major e-tailers, including; Walmart, Amazon, Ulta, Target, Walgreens, CVS, Sephora, and Nordstrom, across several hair care categories (shampoos, conditioners, styling products, treatments, and coloring products,) from June 2024 to May 2025.

This analysis aimed to uncover the following:

- 01** Trending topics and ingredients gaining momentum in consumer discussions
- 02** The key benefits that these ingredients/topics are associated with
- 03** Top-performing products driving these discussions

To further evaluate the longevity of these trends, Revuze applied its Hype vs. Trend Detector with the goal of distinguishing between short-lived fads and emerging long-term shifts in consumer preference.



SOURCES

The reviews were sourced from various major retailers, including:



PERIOD

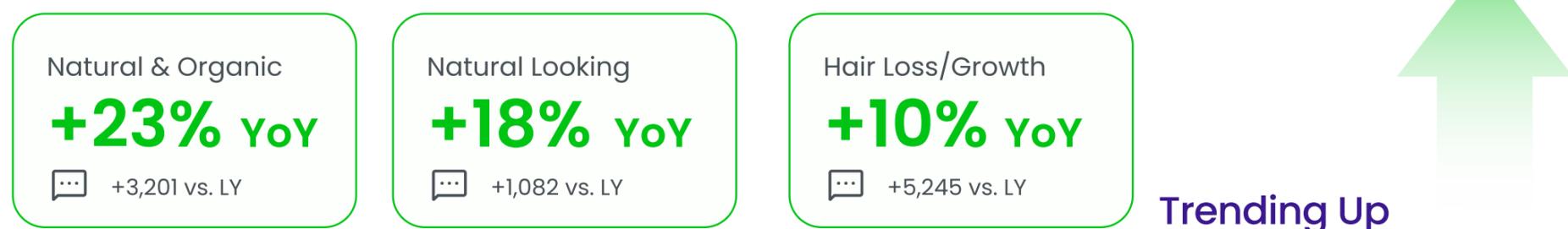
June 2024-May 2025

VOICE OF CUSTOMER DATA POINTS

1,191,207

Trending Topics in Hair Care

From June 2024 to May 2025, consumer discussions in the hair care category reveal a shift in focus toward more natural and holistic solutions. Topics like **natural & organic** products (+23% YoY), **natural-looking results** (+18%), and **hair loss/growth** (+10%) are gaining traction, driven by a desire for gentler ingredients, authentic results, and visible hair health benefits.



Meanwhile, conversations around **heat protection** (-11%), **bleaching** (-19%), and **environmental claims** (-16%) have declined. This suggests a possible pivot away from harsher treatments and toward more simplified, feel-good routines that prioritize hair wellness and ingredient transparency.



Trending Ingredients in Hair Care

Discussion growth centered around ingredients rooted in tradition, such as **Kalahari Melon** and **Batana Oil** (used by indigenous desert and rainforest communities), as well as modern wellness favorites like **Matcha** (valued for its antioxidant and scalp-soothing properties) and peptides (known for strengthening hair and supporting growth).

Additionally, natural oils like **pumpkin seed, onion, and rosemary**, each rich in nutrients and frequently linked to hair regrowth and scalp health, emerged as top-growing mentions.

Together, these ingredients signal a **consumer shift toward naturally derived, culturally inspired solutions that blend ancestral knowledge with proven, science-backed benefits.**

Kalahari Melon Seed Oil

649 Reviews

+21,533%



Batana Oil

9,369 Reviews

+603%



Matcha

226 Reviews

+319%



Pumpkin Seed Oil

9,369 Reviews

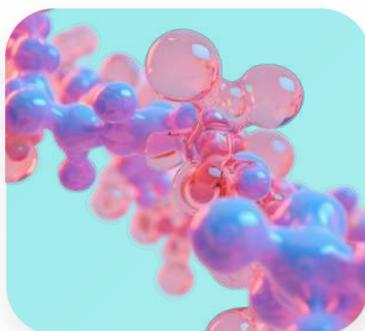
+210%



Peptides

1,809 Reviews

+157%



Onion Extract

336 Reviews

+62%



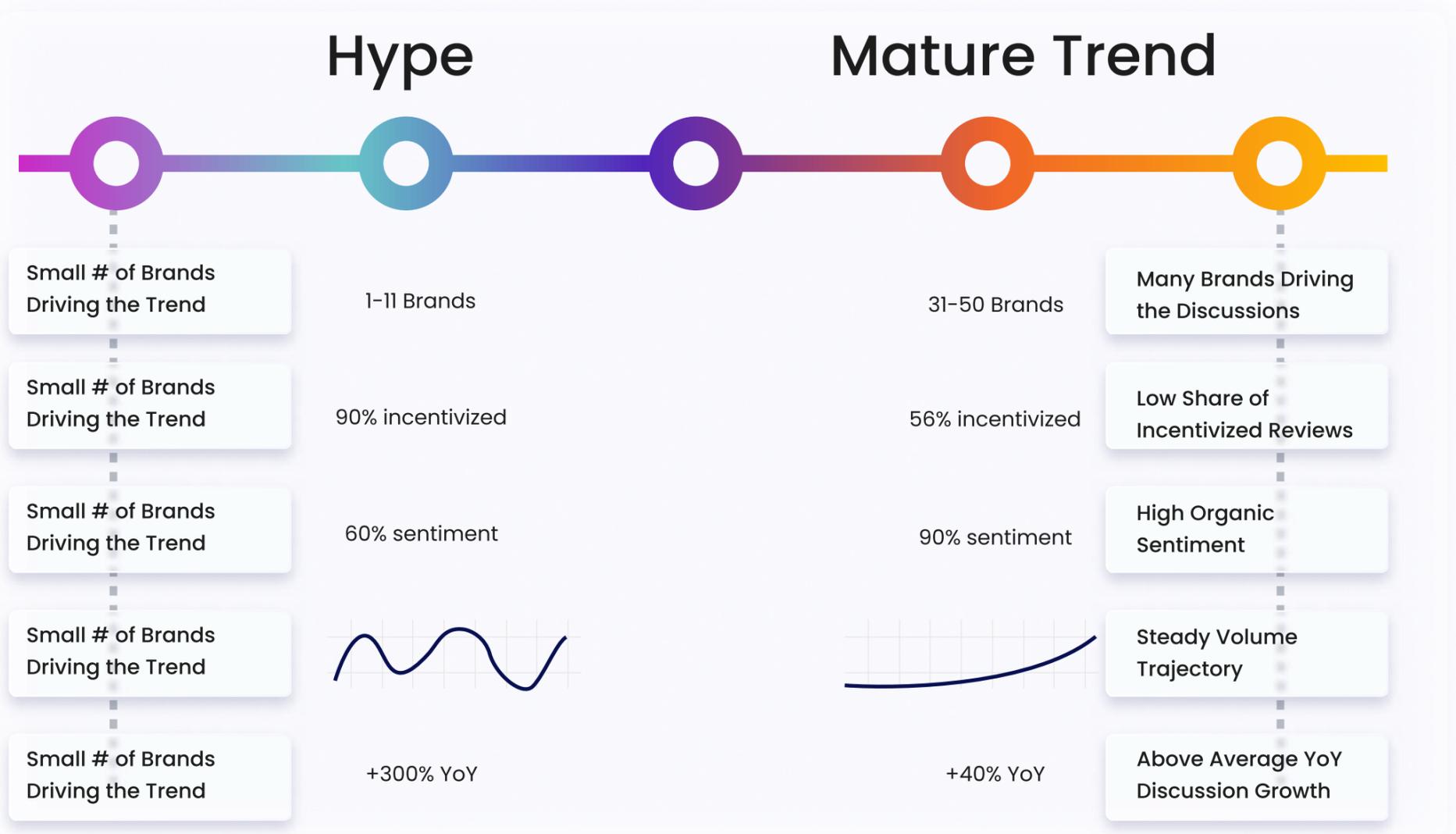
Rosemary Oil

9,318 Reviews

+43%



Hype vs. Trend Detector





Kalahari Melon Seed Oil

Kalahari Melon Seed Oil is gaining traction, with consumer discussions jumping from zero to hundreds since Jan '25, centered on scent, hydration, and curl smoothing benefits.

Rich in linoleic acid, it helps balance scalp oil and boost moisture.

With incentivized review levels matching the industry average, strong organic sentiment, and few brands behind it, interest in Kalahari Melon Seed Oil appears to be a budding trend.

Review Volume

649

June '24-May '25

YoY Volume Growth

21,533%

Benchmark: -6%

Incentivized Reviews

62%

Benchmark: 56%

Organic Sentiment:

96%

Benchmark: 73%

Number of brands making up 50% share

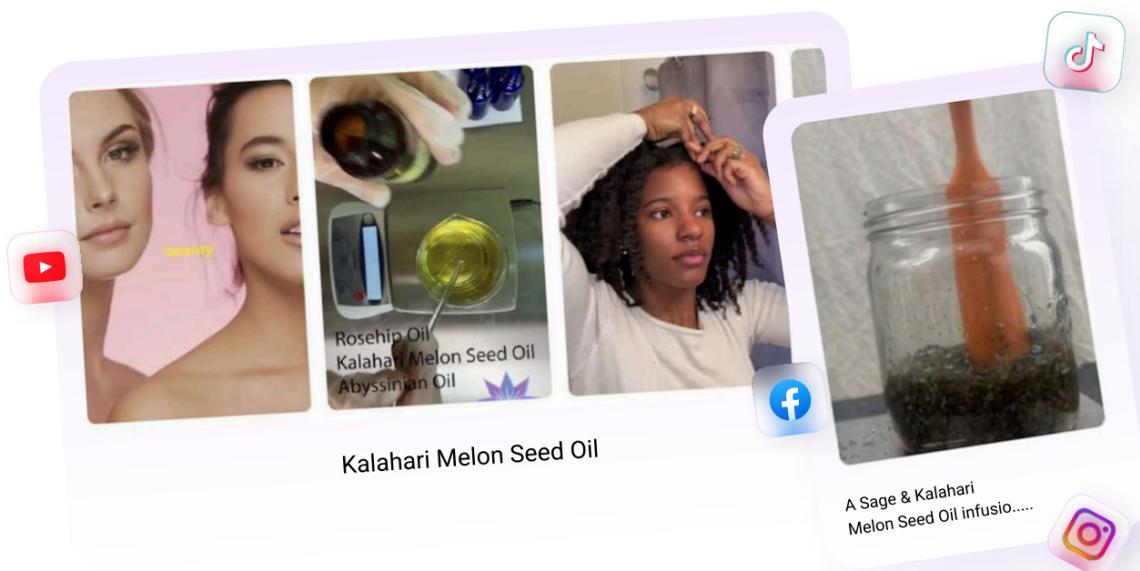
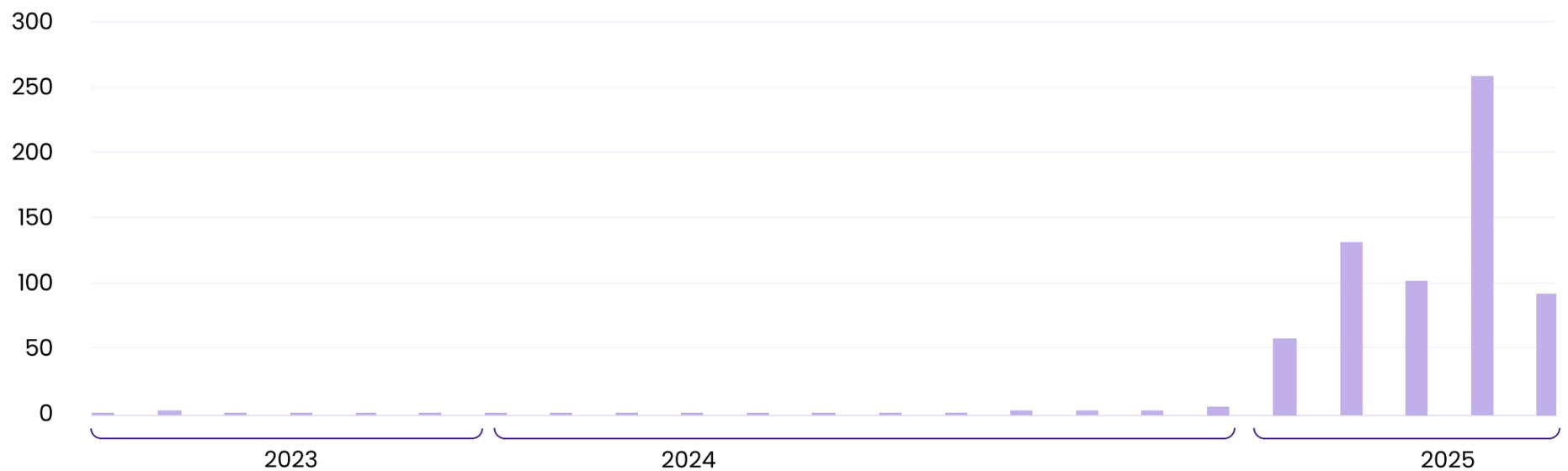
2 Brands

Benchmark: 50



Volume

Reviews with Ingredient Mentions Over Time



Related Benefits

- Smell: 52,200% ↗
- Soft & smooth: 39,900% ↗
- Hydration: 27,050% ↗

Kalahari Melon Seed Oil

Mielle and SheaMoisture are driving the Kalahari Melon Seed Oil trend, with hydration claims led by Mielle’s Kalahari Melon & Aloe Deep Hydration line, and curl stretch benefits highlighted in SheaMoisture’s Curl Stretch collection of sprays, shampoos, conditioners, and creams.

Consumers praise the products for delivering fast, noticeable hydration that leaves hair soft, shiny, and manageable—without greasiness. Users report improved curl definition, reduced frizz, and healthier-looking hair.

+21,533% YoY ↗



Kalahari Melon & Aloe Vera Deep Hydration: Curl Forming Glaze, Shampoo, Conditioner, Oil



Not Your Mother's Naturals Repair & Nourish Shampoo and Conditioner (2-Pack) – 15.2 fl oz – Royal Honey & Kalahari Desert Melon



SheaMoisture Curl Stretch: Spray, Shampoo, Conditioner, Volume Cream



“ Mielle Organics' deep conditioner delivers on its promise: it intensely hydrates in just 2 minutes, leaving hair soft, manageable, and with a natural shine. Its formula with Kalahari melon and aloe vera is ideal for dry, curly, or damaged hair, and it also smells delicious. It's definitely a product worth adding to your routine if you're looking for fast, effective results without sacrificing natural ingredients. ❤️

“ This shampoo provides a gentle cleanse while helping to elongate curls and reduce shrinkage. Infused with Kalahari Melon Oil, it nourishes the hair without stripping moisture, making it ideal for curly and coily textures. The formula lathers well and leaves the scalp feeling refreshed, though it may not be as moisturizing as some other Shea Moisture shampoos.



Batana Oil

Consumer interest in Batana Oil peaked in July '24 and remained strong before tapering off slightly. Discussions focus on hair loss, hydration, and oil control. Traditionally used by the Tawahka people of Honduras, this nutrient-rich oil is packed with fatty acids and antioxidants that help restore dry, damaged hair. With incentivized reviews in line with industry norms, strong organic sentiment, and over 50 brands involved, Batana Oil has evolved from hype to a trend that's established at the fringe.

Review Volume
9,369
 June '24-May '25

YoY Volume Growth
603%
 Benchmark: -6%

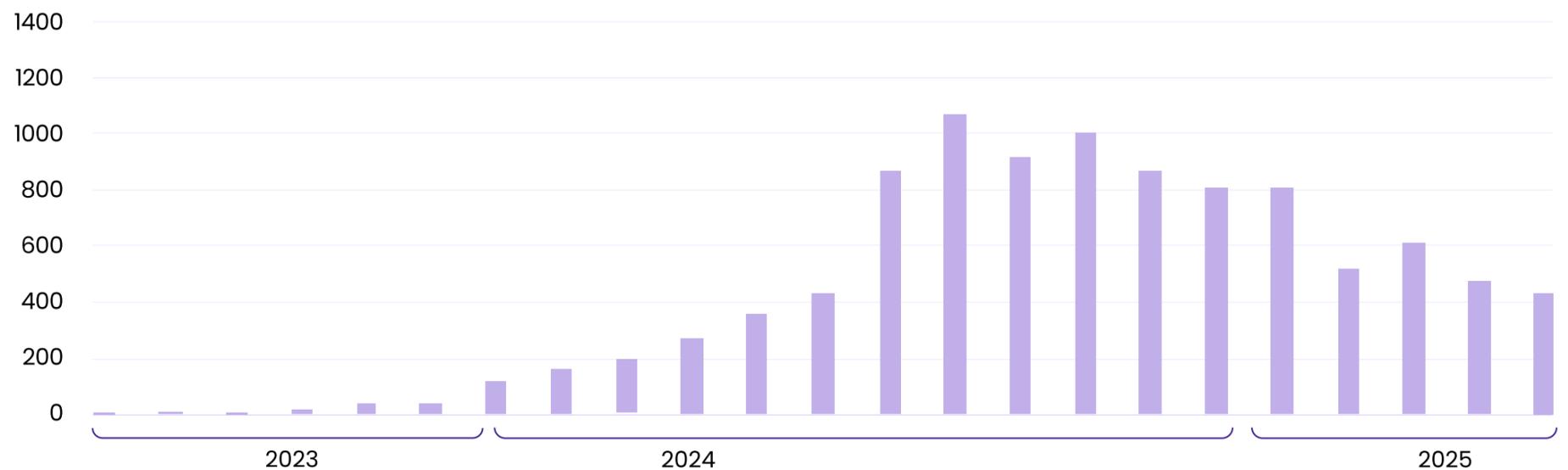
Incentivized Reviews
64%
 Benchmark: 56%

Organic Sentiment:
92%
 Benchmark: 73%

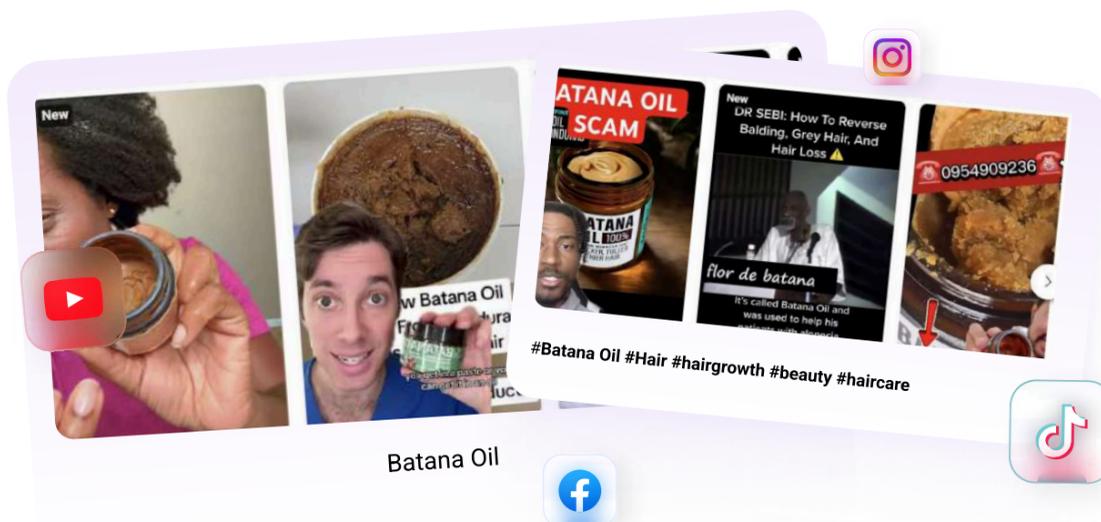
Number of brands making up 50% share
50 Brands
 Benchmark: 50



Ingredient Mentions Over Time



Volume



Related Benefits

- Hair loss: 192,400% ↗
- Hydration: 149,650% ↗
- Oily/Greasy: 116,950% ↗

Batana Oil

The Batana Oil trend, though mature, is led by niche labels and “Dr. Sebi”-inspired products rather than major hair care brands. Products are typically sold in jars or bottles, as Batana Oil’s thick, waxy texture and limited supply make it difficult to incorporate into shampoos and conditioners without affecting product performance or rinsability.

+591% YoY 

Wiqueerilly

Batana Oil for Hair Growth, 100% Raw
Batana Oil Dr Sebi Organic



MISICH

Misich
Dr Sebi Raw Batana Oil



MIELLE

Blorfo
Batana Oil for Hair Growth



NOT YOUR MOTHER'S

Batana Oil for Hair Growth, 100% Raw & Authentic
Dr Sebi Batana Hair Oil from Honduras



“ This batana oil has been a true treasure for my hair. Since I started using it, I've noticed an incredible difference: my hair feels stronger, fuller, and so much softer. I love that it's a pure, organic product because I know I'm giving my hair the best without harsh chemicals. I apply it a few times a week, and the natural scent and rich texture make it a self-care moment I truly enjoy. I've even received compliments on how healthy my hair looks lately! It makes me feel more confident and happy with my appearance. It's a product I won't stop using.



Matcha

Matcha entered the hair care spotlight in February 2025, driven by its antioxidant-rich profile and scalp-soothing benefits. Consumer discussions have focused on shine, overall hair health, and curl-smoothing effects. However, with incentivized reviews well above industry norms, low organic sentiment, just one major brand behind it, and waning interest, Matcha currently appears to be more of a hype than lasting trend.

Review Volume
226
June '24-May '25

YoY Volume Growth
319%
Benchmark: -6%

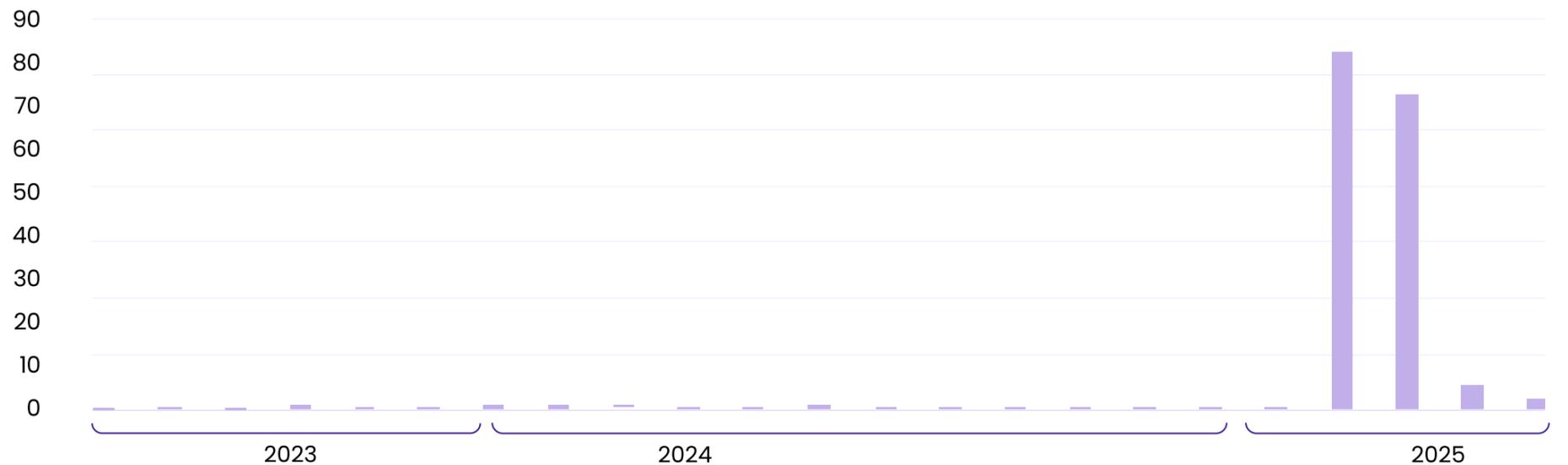
Incentivized Reviews
92%
Benchmark: 56%

Organic Sentiment:
66%
Benchmark: 73%

Number of brands making up 50% share
1 Brand
Benchmark: 50



Ingredient Mentions Over Time



Related Benefits

- Soft & smooth: 657%
- Shine: 563%
- Healthy looking: 533%

Matcha

Brands like Method, Batiste and Not Your Mother's infuse matcha into shampoos (dry and rinse-off), conditioners, and even masks. While the ingredient brings antioxidant and scalp-soothing appeal, its presence is largely concentrated in just a handful of SKUs and brands. This curated but limited assortment suggests that matcha is still being tested as a novelty rather than embraced as a category staple.

+319% YoY 



Method Mindful Matcha Color Protecting Conditioner Sulfate Silicone Free - 13.5 fl oz



Batiste Light Dry Shampoo, Zen Matcha, 3.81 OZ



Not Your Mother's Naturals Matcha Green Tea Shampoo & Conditioner Dual Pack, 15.2 fl oz



Not Your Mother's Moisturizing Hair Mask with Matcha Green Tea & Wild Apple, 10 oz



“ Combining premium ingredients with a gentle yet effective formula designed to nourish, hydrate, and enhance the vibrancy of your hair and packed with the power of matcha, this conditioner has quickly become a favorite for those looking for an eco-conscious, high-performance solution for their hair care routine.

“ One of the standout features for me is the combination of Matcha, Yuzu, and Peptides. The Matcha is rich in antioxidants, which helps protect my hair from environmental damage, while the Yuzu provides a refreshing citrusy scent that makes the shower experience feel invigorating.



Peptides

Peptides maintained modest discussion volume through 2023, with interest spiking sharply in early 2025 before tapering in April. Conversations centered on benefits like heat protection, hair loss/growth and hydration. Yet with incentivized reviews far exceeding industry norms and only one major brand driving the buzz, peptides currently appear to be more hyped than organically trending.

Review Volume
1,809
June '24-May '25

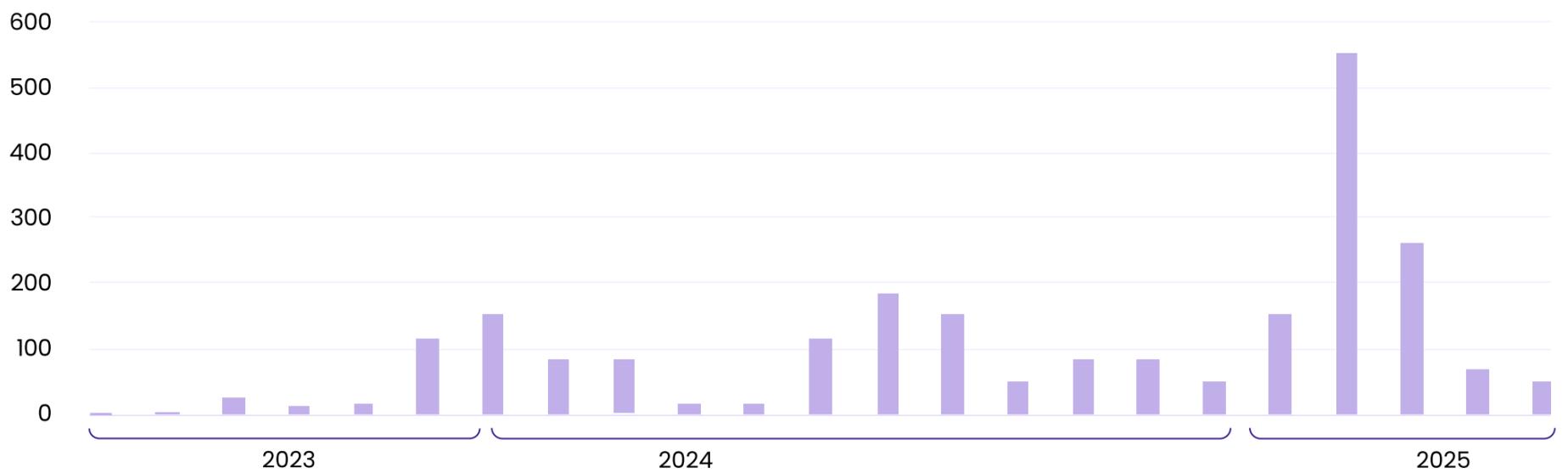
YoY Volume Growth
157%
Benchmark: -6%

Incentivized Reviews
90%
Benchmark: 56%

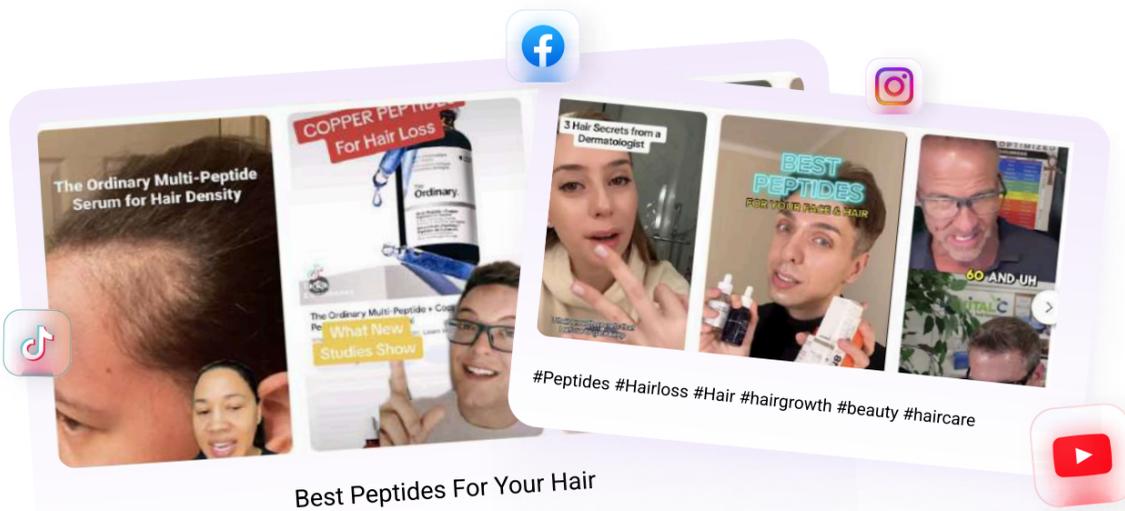
Organic Sentiment:
91%
Benchmark: 73%

Number of brands making up 50% share
1 Brand
Benchmark: 50

Ingredient Mentions Over Time



Volume



Related Benefits

Protection	513%	↗
Hydration	225%	↗
Hair loss	184%	↗

Peptides

Peptide hype is being fueled by a tight group of players: Kristin Ess leads with a full Peptide Restore lineup, while The Ordinary and SheaMoisture offer targeted scalp and hair density treatments. Most claims focus on frizz control, scalp health, and visible thickness – but the push is brand-led, not yet category-wide.

+157% YoY 

KRISTIN ESS
HAIR

The
Ordinary.

SheaMoisture

Kristin Ess + Peptide Restore: Series, Shampoo, Conditioner, Scalp Treatment, Dry Mask

The Ordinary
Multi-Peptide Serum for Hair Density

SheaMoisture Curl Stretch: Spray, Shampoo, Conditioner, Volume Cream



//

I struggle with frizz and breakage, and this really helped smooth things out and made my hair feel stronger and more manageable all week. The scent is light and calming, and I love that it uses clean, vegan ingredients like oat peptides and argan oil. You really can feel the difference. This one is absolutely staying in my routine.

//

The Ordinary Multi-Peptide Serum for Hair Density initially shows promise, making my scalp feel refreshed and nourished. With consistent use, it gradually enhances hair thickness and density.



Pumpkin Seed Oil

Consumer interest in Pumpkin Seed Oil picked up pace in January 2025, with conversations focused on hair loss prevention and scalp nourishment, thanks to its nutrient-dense profile rich in zinc, vitamin E, and omega fatty acids. Incentivized reviews are above industry norms, with six niche brands fueling the momentum. It's showing early signs of renewed growth — not yet saturated, but clearly gaining traction.

Review Volume

322

June '24-May '25

YoY Volume Growth

210%

Benchmark: -6%

Incentivized Reviews

73%

Benchmark: 56%

Organic Sentiment:

89%

Benchmark: 73%

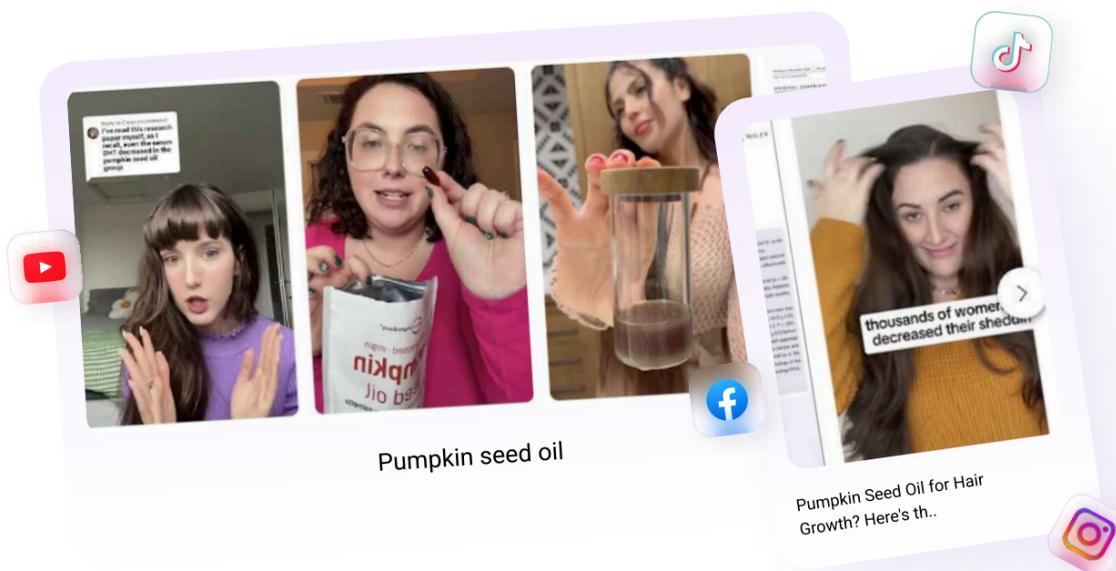
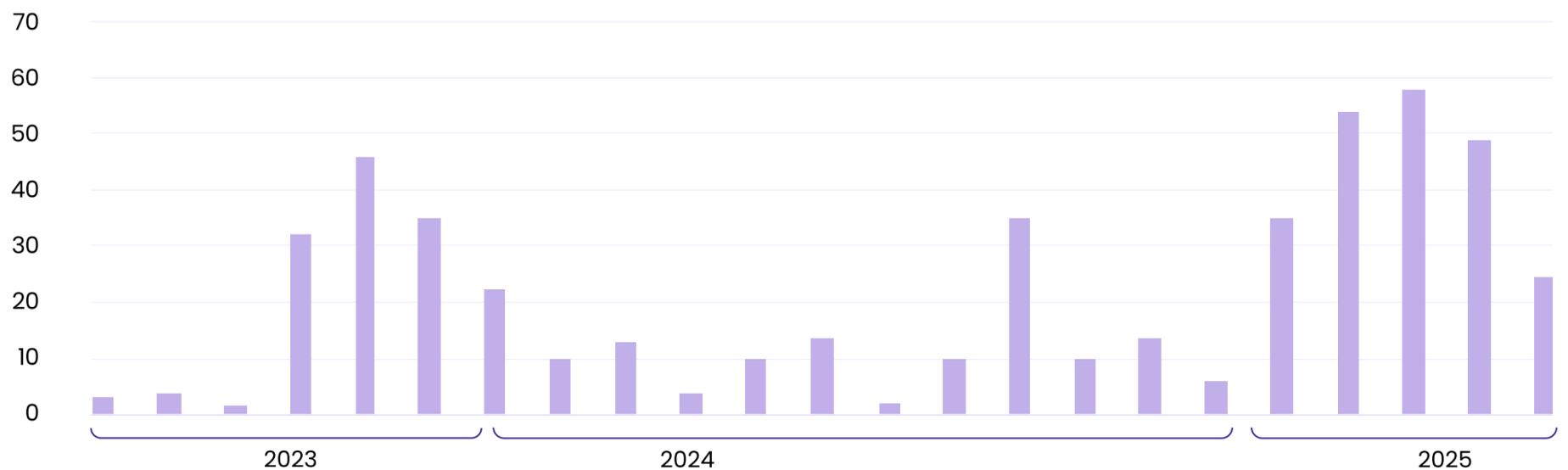
Number of brands making up 50% share

6 Brands

Benchmark: 50



Ingredient Mentions Over Time



Related Benefits

- Healthy looking **263%** ↗
- Hair loss **173%** ↗
- Scalp issues **134%** ↗

Pumpkin Seed Oil

Despite growing interest, most Pumpkin Seed Oil products are still offered as pure oils from lesser-known brands — leaving a clear opportunity for shampoos, conditioners, and hair masks to harness this ingredient’s full potential. It’s a white space waiting to be claimed by established brands ready to ride the wave of nutrient-rich, scalp-supportive formulations.

+210% YoY 

WHLH & WELL-BEING		WHLH & WELL-BEING
<p>WHLH & WELL-BEING Pumpkin Seed Oil for Hair Growth, 100% Pure Raw Cold Pressed Pumpkin Oil for Dry Damaged Hair, Moisturizing Scalp for All Hair Types 2 Fl Oz</p> 	<p>Ceres Seed Glow Pumpkin Seed Oil 2Fl Oz Oil</p> 	<p>Pumpkin Seed Oil for Hair Growth, 100% Pure Raw Cold Pressed Pumpkin Oil for Dry Damaged Hair, Moisturizing Scalp for All Hair Types 2 Fl Oz</p> 



I started using pumpkin seed oil to help with hair thinning caused by a late PCOS diagnosis, and I’m so glad I gave it a try. After just a few weeks, I noticed a real improvement in the fine hairs around my face. Even my lashes—especially on one eye that I accidentally signed while barbecuing—have started growing back longer and healthier. The oil itself is thick enough to stay in place without dripping, but it doesn’t feel sticky or greasy. It has almost no smell, which I appreciate since I use it often. I’ve also mixed it with castor and rosemary oils for added benefits, and my scalp feels healthier, with more shine and moisture overall. This oil has become a trusted part of my routine and gave me visible results when I was feeling discouraged.



Onion Extract

Onion Extract has shown steady discussion in hair care with multiple peaks, gaining strong momentum in early 2025. Conversations center on hair loss prevention and softness, thanks to its rich mix of sulfur compounds, antioxidants, and quercetin. With incentivized reviews aligned with industry norms, organic sentiment running above average, and 11 brands fueling the growth, this ingredient isn't a passing fad, but rather, a resurgent trend.

Review Volume
336
 June '24-May '25

YoY Volume Growth
62%
 Benchmark: -6%

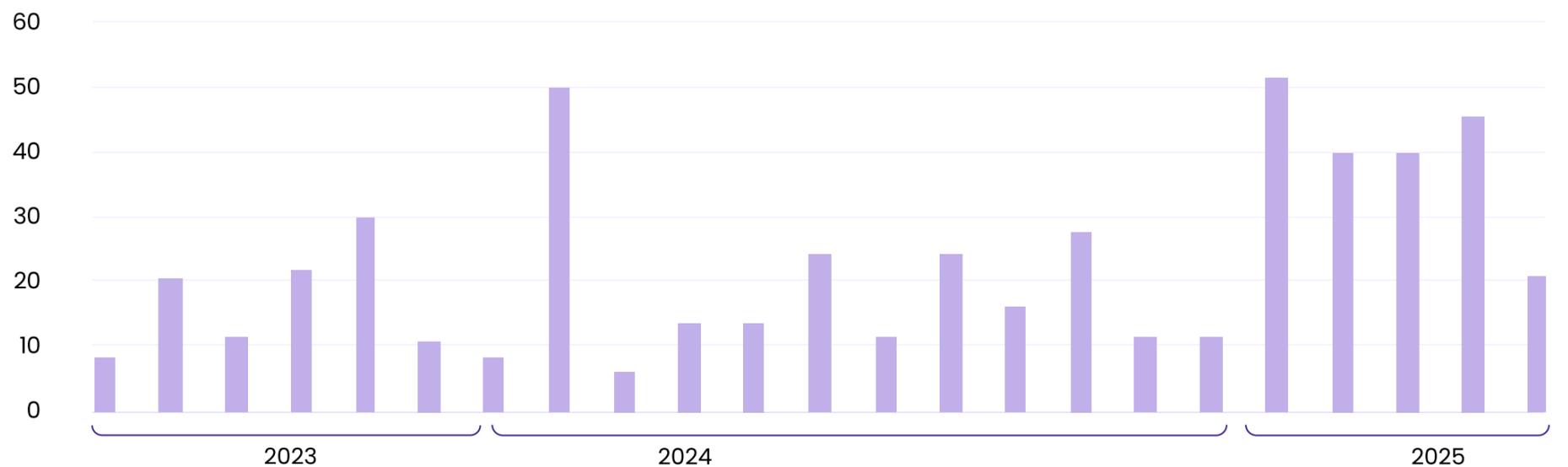
Incentivized Reviews
61%
 Benchmark: 56%

Organic Sentiment:
79%
 Benchmark: 73%

Number of brands making up 50% share
11 Brands
 Benchmark: 50



Ingredient Mentions Over Time



Related Benefits

- Hair loss **186%**
- Lather **335%**
- Soft & smooth **140%**

Onion Extract

The onion extract trend is fueled by indie and natural-leaning brands like NATURAL SANT, Just Nutritive, and ProBliva, offering shampoos, treatments, and scalp scrubs. Often paired with biotin or rosemary, these products promote hair growth and scalp health. Reviews highlight reduced shedding, thicker strands, and smoother texture, cementing onion extract as a results-driven ingredient.

+62% YoY ↗



NATURAL SANT - Onion Biotin and Rosemary Shampoo & Treatment Set



Just Nutritive Onion & Rosemary Shampoo



Scalp Scrub, Onion Scalp Exfoliator Scrub Shampoo



Onion & Rosemary Hair Growth Shampoo



“ This onion and amino acid shampoo is amazing! It’s made my hair noticeably thicker and stronger. Another huge thing is that it’s reduced my hair fall and breakage. The scent is also pleasant and doesn’t linger after rinsing.

“ I’ve been using this onion shampoo for a few weeks now, and I’m genuinely impressed with the results. My hair was falling out a lot before, and since I started using this shampoo, the hair loss has significantly reduced. Not only that, but it has helped keep my hair straight and smooth, preserving my keratin treatment much longer than I expected.



Rosemary Oil

Consumer interest in Rosemary Oil remains strong and sustained, with steady growth throughout 2024 and a fresh spike in May, 2025. Known for its potential to support hair growth, boost scalp circulation, and reduce shedding, this herbaceous oil continues to gain traction. With incentivized reviews on par with industry norms, strong organic sentiment, and 31 brands driving momentum, the trend is nearing maturity, yet still offers space for new entrants.

Review Volume

9,318

June '24-May '25

YoY Volume Growth

43%

Benchmark: -6%

Incentivized Reviews

61%

Benchmark: 56%

Organic Sentiment:

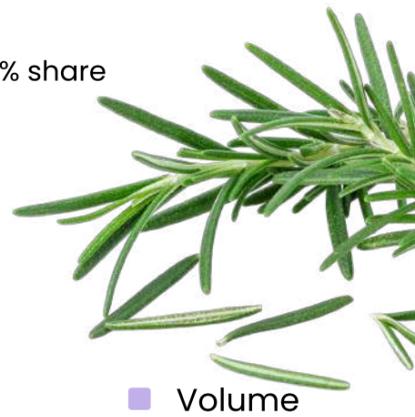
83%

Benchmark: 73%

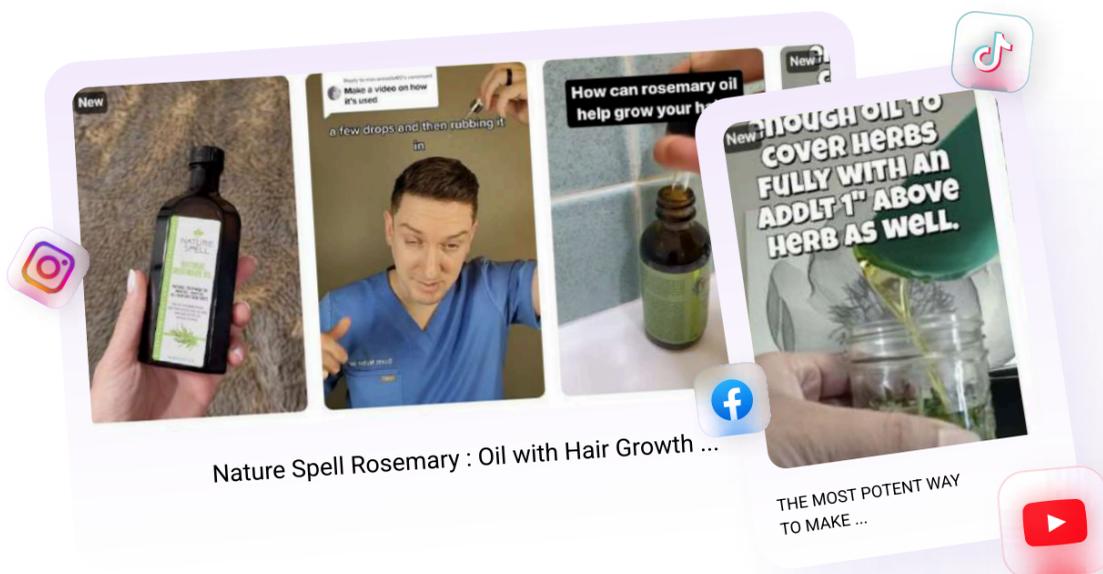
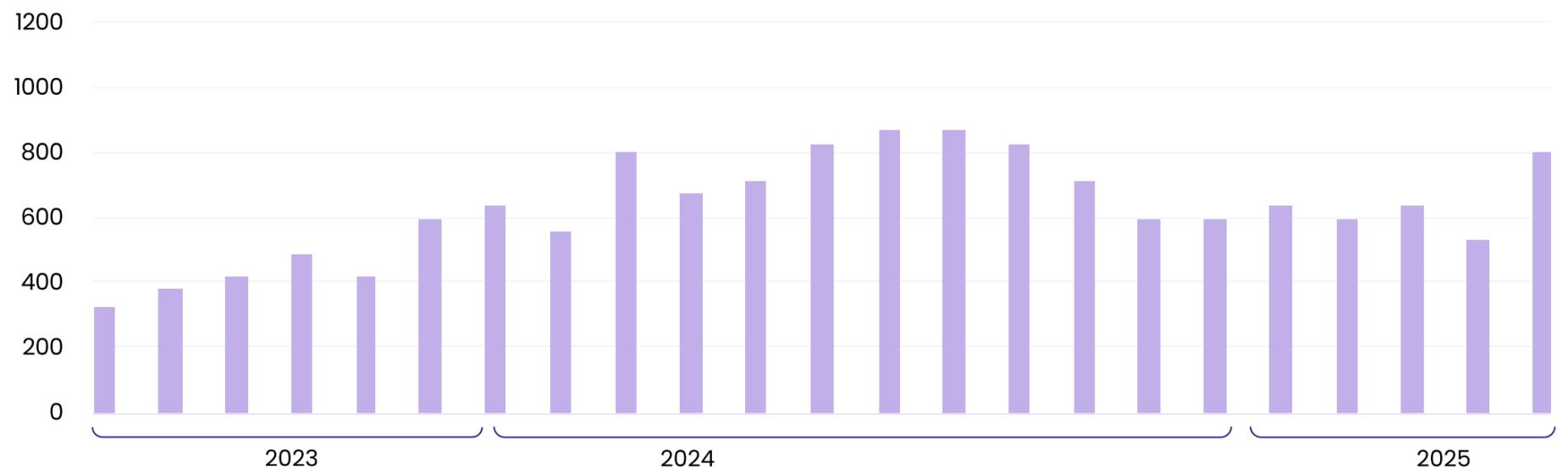
Number of brands making up 50% share

31 Brands

Benchmark: 50



Ingredient Mentions Over Time



Related Benefits

- Healthy looking: 81%
- Volume&fullness: 63%
- Scalp issues: 47%

Rosemary Oil

Unlike pumpkin seed oil, rosemary oil is starting to break into the mainstream, with brands like Bondi Boost and OGX incorporating it into shampoos, conditioners, and treatments – not just pure oil. Its growing presence reflects both strong consumer demand, and increasing scientific support for its effectiveness.

+43% YoY ↗



SheaMoisture Strengthening Scalp & Hair Oil



arNaturals Organic Rosemary Castor Hair Oil



OGX Rosemary Mint Shampoo, 13 OZ



Bondi Boost HG Dry Shampoo – 3.95oz – Ulta Beauty



“ Rosemary essential oil is supposed to be good for your hair and hair growth. I'm hoping it is! I've used the oil on my scalp a few times now. My hair feels very soft & healthy after use. Just not sure if it will help with growth or not, but time will tell.

“ Omg smell like fresh herbs. I love the rosemary and definitely a plus with the biotin. With this shampoo, Great for thinning hair or damage !!!! The first use I love the results !!!! Left my hair fuller and softer! Definitely recommend

Conclusions and Takeaways



21,533%

Kalahari Melon Seed Oil

Budding Trend

- Explosive growth since Jan 2025
- Driven by only 2 brands
- High sentiment, low saturation
- Benefits: Smell, Hydration, Soft & Smooth



603%

Batana Oil

Maturing Trend

- Peaked in July 2024, now tapering
- Backed by 50+ brands
- High sentiment and consistent volume
- Benefits: Hair Loss, Hydration, Oil Control



319%

Matcha

Hype

- Brief hype growth with sharp decline after two months
- Highly incentivized
- Dominated by one major brand
- Hair Health & Shine



210%

Pumpkin Seed Oil

Resurgent Trend

- Gained momentum in early 2025
- Driven by 6 niche brands
- Above-average sentiment, not yet saturated
- Benefits: Healthy Look, Hair Loss, Scalp Issues



157%

Peptides

Hype

- Spiked in early 2025, then quickly declined
- Driven by a single major brand
- Incentivized reviews far above norms
- Benefits: Protection, Hydration, Hair Loss



62%

Onion Extract

Resurgent Trend

- Multiple peaks with strong momentum in early 2025
- Driven by 11 brands
- Backed by above-average sentiment and steady discussion
- Benefits: Hair Loss, Lather, Soft & Smooth



43%

Rosemary

Maturing Trend

- Steady and sustained growth
- Driven by 31 brands
- Still offers space for new entrants
- Benefits: Healthy Look, Volume, Scalp Support

Conclusions and Takeaways

Consumer interest is shifting, as reflected in the voice of customer data, from heat protection, bleaching, and environmental claims toward more natural, organic, and hair growth-focused topics. This suggests a pivot away from harsh treatments and toward simplified, feel-good routines that emphasize hair wellness and ingredient transparency.

Ingredients with above-average growth include Kalahari Melon Seed Oil, Batana Oil, Matcha, Pumpkin Seed Oil, Peptides, Onion Extract, and Rosemary Oil, many of which are linked to scalp hydration and the prevention of hair loss and breakage.



About Revuze

Revuze empowers brands with next-step actions, from the category down to the SKU level, to streamline research across all products, drive product innovation, enhance marketing effectiveness, and optimize eCommerce performance.

Leveraging advanced AI and machine learning, we transform e-comm, social and survey data into a unified Voice of Customer (VoC), with the highest level of accuracy and integrity, resulting in products that consumers love and appreciate.

This report was prepared by the Revuze Professional Services Team.

Scan the QR code for a consultation

