



Background:

Batiste is the global leader in the dry shampoo category, serving the growing waterless hair care market driven by convenience, styling versatility, and sustainability trends. Its **portfolio includes core dry shampoos in multiple fragrances, color-match options for different hair tones, added-benefit variants like volumizing and overnight cleanse, and eco-conscious lines such as Batiste Naturally with natural extracts and recyclable packaging.** The brand primarily targets women aged 18–49, especially time-pressed young adults and teens, positioning itself as a quick, stylish solution for refreshing and reviving hair between washes.

Insights:

Batiste's strong equity in the dry shampoo category creates a solid foundation, but evolving consumer needs highlight key opportunities. **Pain points include visible residue on dark hair, lack of scalp-care benefits, and limited education on styling versatility beyond oil absorption.** Current delighters fragrance variety, color-match options, and eco-conscious packaging should be amplified, while innovation can lean into hybrid solutions (refresh + styling), overnight detox, and clean, natural formulations. The category is trending toward waterless beauty, scalp health, and sustainability, signaling a need for inclusive shade ranges, premium sensorial experiences, and stronger claims around care and confidence. Positioning Batiste as both a styling essential and a wellness-driven product will help capture growth and reinforce leadership in this fast-moving segment.



Explore:

- Enhance user experience w/existing bottles
 - Dispensing
 - Spray accuracy
 - Storage solutions
 - Guardrails
 - Bottle cannot change (shape, neck)
 - Cap can change
 - Accessory can develop snaps onto existing can
- Develop portable, on-the-go solutions
 - Travel friendly options
- Explore breakthrough ideas
 - Innovative, out-of-the-box concepts
 - Men's product line