

Hair Conditioner Market by Type (Rinse-out, Leave-in, Deep, and Others), End User (Men, Women, and Kids), and Distribution Channel (Hypermarkets & Supermarkets, Drug Stores or Pharmacy, Mass Merchandiser, Department Stores, Mono-brand Stores, Specialty Stores, and Online Sales Channel): Global Opportunity Analysis and Industry Forecast 2021–2027

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Abstracts

The global hair conditioner market size was valued at \$8,467.1 million in 2019, and is estimated to reach \$10,472 million by 2027, registering a CAGR of 4.2% from 2021 to 2027.

A hair conditioner is a type of hair care product that is used to improve the feel, appearance, and manageability of hair. Its primary function is to reduce friction between hair strands, allowing for easier brushing or combing, which could otherwise cause damage. Other advantages are frequently touted, such as hair repair, strengthening, or a reduction in split ends.

The growth in the hair conditioner market has been encouraging in recent years, prompting new entrants to gain a foothold in niche segments. Vendors are heavily investing in web branding and initiatives to expand their market reach.

The market is driven by increased consumer preference for natural and botanical ingredients with functional effects on hair conditioning. Furthermore, consumers in China, India, and Japan have a high level of traditional knowledge of herbs and

botanicals, which supports the growth of the hair conditioner market. To gain access to the regional natural hair conditioner market, brands are aggressively investing in R&D. The demand for organic hair care products is expected to rise significantly. Furthermore, the expanding personal care industry is expected to drive the growth of the hair conditioner market.

Some of the key growth drivers in the global hair conditioner market include an increase in scalp and hair issues, an increase in effective advertising campaigns, an increase in the popularity of herbal products, and technological advancements in manufacturing processes. Furthermore, increase in disposable income as well as increased consumer spending capacity benefits the global hair conditioner industry. Attractive packaging, significant consumer awareness of the best hair care products on the market, and the popularity of various styling products all contribute to the business growth.

Nowadays, a fast-paced lifestyle has shifted consumer attention to organic products that claim to relieve stress and are free of chemicals. This represents a significant opportunity for hair conditioner manufacturers, who are increasingly focusing on developing natural or organic products to address consumer concerns about the toxic effects of chemical-filled products.

However, the high cost of several hair conditioner products as well as the stagnant economic status of various countries may pose significant challenges for the leading players in the coming years.

The global hair conditioner market has been shocked by the COVID-19 crisis. Sales in the first quarter were disappointing, and many stores were closed. Despite the fact that many industries are suffering as a result of the COVID-19 crisis, with several sectors experiencing a drop in consumer demand, the hair conditioner market is expected to escape undamaged and show promising growth.

The global hair conditioner market is segmented on the basis of type, end user, distribution channel, and region. On the basis of type, the market is categorized into rinse-out, leave-in, deep, and others. As per end user, it is divided into men, women, and kids. According to distribution channel, the hair conditioner market is fragmented into hypermarkets & supermarkets, drug stores or pharmacy, mass merchandiser, department stores, mono-brand stores, specialty stores, and online sales channel. Region wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, France, the Netherlands, Germany, Turkey, and rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, and rest of Asia-

Pacific), and LAMEA (Brazil, South Africa, the United Arab Emirates, and rest of LAMEA).

The major players operating in the global hair conditioner market are Avon, Hindustan Unilever Ltd., Garnier, Himalaya, Johnson & Johnson, L'Oreal, The Body Shop, P&G, and Kao Corporation.

KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of current trends, estimations, and dynamics of the global hair conditioner market from 2021 to 2027 to identify the prevailing market opportunities.

Porter's five forces analysis highlights potency of the buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global industry. The market player positioning segment facilitates benchmarking while providing a clear understanding of the present position of the key market players.

The report includes analyses of the regional as well as global market, key players, market segments, application areas, and growth strategies.

KEY MARKET SEGMENTS

By Type

Hair Conditioner Market by Type (Rinse-out, Leave-in, Deep, and Others), End User (Men, Women, and Kids), and...

Rinse-out

Leave-in

Deep

Others

By End User

Men

Women

Kids

By Distribution Channel

Hypermarkets & Supermarkets

Drug Stores or Pharmacy

Mass Merchandiser

Department Stores

Mono-brand Stores

Specialty Stores

Online Sales Channel

By Region

North America

U.S.

Canada

Mexico

Europe

UK

France

Netherlands

Germany

Turkey

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

United Arab Emirates

Rest of LAMEA

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