

Hair Serum Market by nature (organic and conventional), by product type (hair treatment serum and hair styling serum) and Distribution Channel (Online and offline): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

The Hair Serum market size was valued at \$850.7 million in 2018 and is expected to reach \$1,612.9 million by 2026, registering a CAGR of 8.4% from 2019 to 2026. The global Hair Serum market is segmented based on nature, product type and distribution channel. Based on product type, the global Hair Serum market is further segmented into hair treatment serum and hair styling serum.

Over the past couple of years, there has been rise in concerns over one's hair fall, hair density as well as the quality among the target customer. Due to which, customers have a holistic approach on buying various hair care products. Hence the rising concern over one's hair quality, is one of the key factors in driving the demand for hair serum products.

Some of the synthetic hair serum products contain chemical ingredients in higher proportion. Presence of chemicals such as triclosan, phthalates, and sodium lauryl sulfate (SLS) are expected to cause scalp-related allergies and problems. Thus, rise in scalp-related problem due to application of chemicals ingredients, directly hampers the growth of hair care products market.

On the other hand, organic ingredients in these products can improve the results and minimize the risk of scalp related problems such as irritation and itching. Thus, hair serum product in its organic formats, sights its opportunity to grow at a significant rate in terms of value sales.

Key players profiled in the report include L'Oreal , Inc., John Paul Mitchell, Revlon Consumer Products Corporation, Kao USA Inc. (John Freida), Henkel Corporation, Unilever Inc., Giovanni Cosmetics, Inc., Industrias Asociadas S.L., Herstyler, Redken and other such.

KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the global Hair Serum market.

The report provides detailed qualitative and quantitative analysis of current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential segments or regions exhibiting favorable growth.

KEY MARKET SEGMENTS

By Nature

Organic

Conventional

By Product Type

Hair Treatment Serum

Hair Styling Serum

By Distribution Channel

Online

Offline

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

India

Japan

Australia and New Zealand

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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