

Shampoo Market By Product Type (Medicated, Non-Medicated) , By Price Point (Low, Medium, High) By End User (Men, Women, Kids) By Distribution Channel (Supermarkets/Hypermarkets, Drug Stores or Pharmacy, Mass Merchandiser, Departmental Stores, Mono-Brand Stores, Specialty Stores, Online Sales Channel) : Global Opportunity Analysis and Industry Forecast, 2024-2034

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Abstracts

The shampoo market was valued at \$34.1 billion in 2023, and is projected to reach \$58.3 billion by 2034, growing at a CAGR of 5.1% from 2024 to 2034.

Shampoo is an essential personal care product that is designed to cleanse and nourish hair and scalp. Available in a wide range of formulations, shampoos cater to various hair types, concerns, and preferences, from volumizing and moisturizing to color-protecting and dandruff-fighting. In addition to their cleansing properties, modern shampoos often contain conditioning ingredients, vitamins, and natural extracts to enhance hair health and shine.

The growth of the global shampoo market is driven by increase in emphasis on personal cleanliness and hygiene and rise in demand for customized hair care products that cater to various hair types and concerns. A study by the World Health Organization in 2021 emphasized that improving personal hygiene practices could reduce the global disease burden by 25%. This growing awareness has fueled the demand for personal care products, including shampoos, as part of daily hygiene routines. Moreover, celebrity endorsements, influencer marketing, and social media trends are boosting the visibility

and popularity of shampoo brands. In a survey by Harvard Business Review in 2022, 71% of consumers reported that their purchasing decisions for beauty and hair care products were influenced by social media, showcasing the powerful role of digital marketing. In addition, increase in interest in eco-friendly, cruelty-free, and sustainable products has spurred the development of green shampoos with biodegradable packaging and clean formulations. Furthermore, increase in penetration of online shopping platforms and greater access to information about hair care routines and products through online platforms have made it easier for consumers to access a wider range of shampoo brands and variants. However, increase in awareness about potentially harmful chemicals such as sulfates, parabens, and phthalates in shampoos is deterring consumers from using conventional products, thus hampering the market growth. In addition, high costs of premium and organic products restrain the market growth of the global market. On the contrary, continuous product innovations, including sulfate-free, organic, and natural ingredient-based shampoos to cater to evolving consumer preferences are expected to offer lucrative opportunities for the expansion of the global market.

The shampoo market segmentation is done on the basis of product type, price point, end user, distribution channel, and region. On the basis of product type, the market is categorized into medicated and non-medicated. Depending on price-point, it is divided into low, medium, and high. As per end user, it is classified into men, women, and kids. According to distribution channel, it is fragmented into supermarkets/hypermarkets, drug stores or pharmacy, mass merchandiser, departmental stores, mono-brand stores, specialty stores, and online sales channel. Region wise, the shampoo market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By product type, the non-medicated segment held the highest market share in 2023.

On the basis of price point, the medium segment was the major shareholder in 2023.

Depending on end user, the women segment garnered the largest share of the shampoo market in 2023.

As per distribution channel, the drug stores or pharmacy segment dominated the market, in terms of share, in 2023.

Region wise, Asia-Pacific emerged as the most lucrative market for shampoo in 2023.

Competition Analysis

Competitive analysis and profiles of the major players in the global shampoo market include Estee Lauder Companies Inc., Henkel AG & Co. KGaA, Hindustan Unilever Limited, Johnson & Johnson, Kao Group, L'Oreal S.A., Marico Limited., Natura & Co., Oriflame Holding AG, and Procter & Gamble. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Manufacturing Capacity

Product Life Cycles

Supply Chain Analysis & Vendor Margins

Average Consumer Expenditure

Regulatory Guidelines

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Key Market Segments

By Product Type

Medicated

Non-Medicated

By Price Point

Low

Medium

High

By End User

Men

Women

Kids

By Distribution Channel

Supermarkets/Hypermarkets

Drug Stores or Pharmacy

Mass Merchandiser

Departmental Stores

Mono-Brand Stores

Specialty Stores

Online Sales Channel

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Estee Lauder Companies Inc.

Henkel AG &Co. KGaA

Hindustan Unilever Limited

Johnson & Johnson

Kao Group

L'Oreal S.A.

Marico Limited.

Natura & Co.

Oriflame Holding AG

Procter & Gamble

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