

India Hair Care Market Report 2017

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Abstracts

The India hair care market is segmented on the basis of hair type into straight hair and curly hair. On the basis of product, the market is segmented into colorants, hair sprays, conditioners, styling gels, hair oils, shampoos, and others. On the basis of distribution channel, the market is segmented into direct selling, supermarkets, specialty stores, e-commerce, departmental stores, pharmacies, and others.

India is one of the highest growth registering countries for hair care, ranking after only Iran and Turkey. An important trend observed in this market is the increase in disposable incomes, which is followed by the trend of women going from mass to premium and luxury hair care items.

The increase in the population of working women in this country is driving the sales of the hair care products in this market. Following this is the preference to care for hair in the harsh climatic conditions that prevail in this country. Extremely dry weather, high sun exposure, and other factors lead to a decrease in hair longevity and urbanized consumers, who are also increasingly looking for alternatives to fix various hair-related problems, such as hair thinning, hair loss, scalp problems, and more. As a result, various categories offering benefits of maintaining the health of hair, including hair thickness, faster re-growth of hair, damage repair, deep-nourishment among others categories have gained significant importance.

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