

# **Global Dry Shampoo Market Size, Share & Trends Analysis by Form (Spray, Powder, Others), Distribution Channel (Online, Offline), End-use (Men, Women, Children), and Regional Forecasts 2022–2032**

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## **Abstracts**

The demand for dry shampoo has been fueled by changing consumer lifestyles, increasing awareness of advanced hair care solutions, and the growing popularity of waterless products. As modern consumers adopt fast-paced routines, dry shampoo has emerged as an effective alternative to traditional washing, providing a quick and efficient way to refresh hair.

The growing trend of sustainability and eco-consciousness among consumers has significantly contributed to the market's growth. Many consumers are opting for liquid-free solutions like dry shampoo to reduce water consumption, aligning with broader environmental concerns. In urban areas, where water usage is often monitored, dry shampoo presents a practical solution for maintaining personal hygiene.

Additionally, advancements in formulation have led to the introduction of organic and natural dry shampoos, free from harmful chemicals such as parabens and sulfates. These innovations appeal to health-conscious consumers who prioritize ingredient transparency and sustainability. For example, Captain Blankenship offers powder-based dry shampoos made from organic arrowroot and kaolin clay, which cleanse and nourish the scalp while absorbing excess oil.

Geographically, North America held the largest revenue share of 36.7% in 2024, driven by cultural emphasis on personal grooming and the presence of leading brands like Batiste and Dove. Asia Pacific is expected to register the fastest growth during the forecast period due to urbanization, changing lifestyles, and increasing disposable

incomes.

Major market players included in this report are:

Procter & Gamble

Unilever

L'Oréal S.A.

Church & Dwight Co., Inc.

Henkel AG & Co. KGaA

Klorane

Revlon

Estée Lauder Companies Inc.

Living Proof

Amika

The detailed segments and sub-segments of the market are as follows:

By Form:

Spray

Powder

Others

By Distribution Channel:

Online

Offline

By End Use:

Men

Women

Children

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

*Global Dry Shampoo Market Size, Share & Trends Analysis by Form (Spray, Powder, Others), Distribution Channel...*

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approaches.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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