

Global Hair Care Market Size study & Forecast, by Product Type (Shampoo, Conditioner, Hair Loss Treatment Products, Hair Colorants, Hair Styling Products, Perms and Relaxants, Other Product Types), by Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Pharmacies/Drug Stores, Online Channels, Other Distribution Channels) and Regional Analysis, 2023-2030

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Abstracts

Global Hair Care Market is valued approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than 6.6% over the forecast period 2023-2030. Hair care refers to a range of practices and products aimed at maintaining and improving the health, appearance, and overall well-being of the hair. It involves various activities such as cleansing, conditioning, nourishing, styling, and treating the hair to keep it clean, moisturized, protected, and styled according to individual preferences. Hair care encompasses a wide array of products including shampoos, conditioners, hair masks, serums, oils, styling products, and specialized treatments, all designed to address specific hair concerns and enhance the overall quality, strength, and aesthetics of the hair. The market drivers boosting the market growth are increasing male grooming market and experiments with different hairstyles, hair colors etc.

According to Statista, the value of the worldwide male grooming industry is predicted to increase from almost 80 billion dollars in 2022 to around 115 billion dollars in 2028. Men are increasingly conscious about their appearance and hair care needs, leading to a

surge in demand for products such as shampoos, conditioners, styling products, and hair regrowth solutions targeted specifically for men. Moreover, the high demand for natural and organic hair products and expansion of professional hair segment including products sold through salons and professional stylists is expected to create lucrative opportunities in the market. However, the high cost of Hair Care products and excessive use can cause side effects such as scalp irritation, allergic reactions, dryness, hair breakage, and scalp damage that stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Hair Care Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 due to high disposable income, increasing beauty and grooming consciousness among people, culturally diverse population with wide range of hair types and textures, well-established beauty industry and growing men's grooming market. However, Asia Pacific is expected to become the fastest growing during the forecast period, owing to factors such as rising influence of K-Beauty and J-Beauty, rapid urbanization and expose to Western lifestyles, rich and longstanding beauty culture.

Major market player included in this report are:

Unilever PLC

Shiseido Company Limited

Oriflame Cosmetics AG

Amway Corporation

Johnson & Johnson Services Inc.

Procter & Gamble Co.

Revlon Inc.

Beiersdorf AG

L'Oreal SA

Kao Corporation

Recent Developments in the Market:

In July 2022, Johnson & Johnson introduced VIVVI & BLOOM, a new brand of skin and hair care products tailored for babies and toddlers across various age groups.

In September 2021, Drunk Elephant, a brand under Shiseido Company Limited, expanded its distribution channels by launching its product lines in ultra beauty stores, both online and offline. This expansion includes a skincare range, as well as the introduction of products like Cocomino Glossing Shampoo, Cocomino Marula Cream Conditioner, and Wild Marula Tangle Spray.

Global Hair Care Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product Type, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

Shampoo

Conditioner

Hair Loss Treatment Products

Hair Colorants

Hair Styling Products

Perms and Relaxants

Other Product Types

By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Specialty Stores

Pharmacies/Drug Stores

Online Channels

Other Distribution Channels

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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