

# **Global Hair Relaxer Market Size study, by Distribution Channel (Hypermarkets/Supermarkets, Stores, Online Stores, and Other Distribution Channels) and Regional Forecasts 2022-2028**

<https://marketpublishers.com/r/G992B3475B17EN.html>

Date: April 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G992B3475B17EN

## **Abstracts**

Global Hair Relaxer Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. Hair Relaxer are basically creams and lotions used to straighten and manage the hairs. It relaxes and provides healthy treatment. The increasing investments in personal care has led the adoption of Hair Relaxer across the forecast period. For Instance: According to Indian Brand Equity Fund in 2021, The Indian beauty & personal care market is estimated to rise around USD15.17 billion by 2024, from USD 9.98 billion in 2019. The Cosmetic Executive Women in 2020, states that sales of skin care have increased to USD 1.4 billion during 2018-2019. On the other hand Statista accounts 3.5% annual growth by 2023. Increasing public awareness towards hair care enhances the market growth of hair relaxer. Also, with the increasing research and development towards personal care, the adoption & demand for Hair Relaxer is likely to increase the market growth during the forecast period. However, threat of substitutes impedes the growth of the market over the forecast period of 2022-2028.

The Geographical regions considered for the Global Hair Relaxer Market analysis includes Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia Pacific is deemed as the significant region across the globe in terms of huge market share due to the growing awareness towards personal care and rising spending in haircare Whereas Asia-Pacific is also estimated to attain maximum growth rate during 2022-2028. Factors such as rising disposable income, increasing consumer base and incidences of hair allergies would create beneficial growth forecasts for the Hair Relaxer Market .

Major market player included in this report are:

Luster Products Inc.,  
Henkel AG & Co. KGaA,  
Ami Vitale,  
Procter & Gamble,  
REVLON,  
Epitomi Technology Inc,  
Softsheen-Carson.,  
L'Oréal S.A. Unilever,  
Croda International Plc,  
Jotoco Corp.,

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Distribution Channel:

Hypermarkets/Supermarkets  
Stores,  
Online Stores  
Other

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  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Hair Relaxer Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Billion)
  - 1.2.1. Global Hair Relaxer Market, by Region, 2020-2028 (USD Billion)
  - 1.2.2. Global Hair Relaxer Market, by Distribution Channel, 2020-2028 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL HAIR RELAXER MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL HAIR RELAXER MARKET DYNAMICS**

- 3.1. Hair Relaxer Market Impact Analysis (2020-2028)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing investments personal care
    - 3.1.1.2. Increasing public awareness towards hair care
  - 3.1.2. Market Challenges
    - 3.1.2.1. Threat of substitute.
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Increasing research and development towards personal care.

### **CHAPTER 4. GLOBAL HAIR RELAXER MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes

- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2019-2028)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 market scenario

## **CHAPTER 6. GLOBAL HAIR RELAXER MARKET, BY DISTRIBUTION CHANNEL**

- 6.1. Market Snapshot
- 6.2. Global Hair Relaxer Market by Distribution Channel, Performance - Potential Analysis
- 6.3. Global Hair Relaxer Market Estimates & Forecasts by Distribution Channel 2019-2028 (USD Billion)
- 6.4. Hair Relaxer Market, Sub Segment Analysis
  - 6.4.1. Hypermarkets/Supermarkets
  - 6.4.2. Stores
  - 6.4.3. Online Stores
  - 6.4.4. Other

## **CHAPTER 7. GLOBAL HAIR RELAXER MARKET, REGIONAL ANALYSIS**

- 7.1. Hair Relaxer Market, Regional Market Snapshot
- 7.2. North America Hair Relaxer Market
  - 7.2.1. U.S. Hair Relaxer Market
    - 7.2.1.1. Distribution Channel breakdown estimates & forecasts, 2019-2028
  - 7.2.2. Canada Hair Relaxer Market
- 7.3. Europe Hair Relaxer Market Snapshot
  - 7.3.1. U.K. Hair Relaxer Market

- 7.3.2. Germany Hair Relaxer Market
- 7.3.3. France Hair Relaxer Market
- 7.3.4. Spain Hair Relaxer Market
- 7.3.5. Italy Hair Relaxer Market
- 7.3.6. Rest of Europe Hair Relaxer Market
- 7.4. Asia-Pacific Hair Relaxer Market Snapshot
  - 7.4.1. China Hair Relaxer Market
  - 7.4.2. India Hair Relaxer Market
  - 7.4.3. Japan Hair Relaxer Market
  - 7.4.4. Australia Hair Relaxer Market
  - 7.4.5. South Korea Hair Relaxer Market
  - 7.4.6. Rest of Asia Pacific Hair Relaxer Market
- 7.5. Latin America Hair Relaxer Market Snapshot
  - 7.5.1. Brazil Hair Relaxer Market
  - 7.5.2. Mexico Hair Relaxer Market
- 7.6. Rest of The World Hair Relaxer Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Top Market Strategies
- 8.2. Company Profiles
  - 8.2.1. Luster Products Inc.,
    - 8.2.1.1. Key Information
    - 8.2.1.2. Overview
    - 8.2.1.3. Financial (Subject to Data Availability)
    - 8.2.1.4. Product Summary
    - 8.2.1.5. Recent Developments
  - 8.2.2. Henkel AG & Co. KGaA,
  - 8.2.3. Ami Vitale,
  - 8.2.4. Procter & Gamble,
  - 8.2.5. REVLON,
  - 8.2.6. Epitomi Technology Inc,
  - 8.2.7. Softsheen-Carson.,
  - 8.2.8. L'Oréal S.A. Unilever,
  - 8.2.9. Croda International Plc,
  - 8.2.10. Jotoco Corp.,

## **CHAPTER 9. RESEARCH PROCESS**

## 9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

## 9.2. Research Attributes

## 9.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Hair Relaxer Market, report scope

TABLE 2. Global Hair Relaxer Market estimates & forecasts by Region 2019-2028  
(USD Billion)

TABLE 3. Global Hair Relaxer Market estimates & forecasts by Distribution Channel  
2019-2028 (USD Billion)

TABLE 4. Global Hair Relaxer Market by segment, estimates & forecasts, 2019-2028  
(USD Billion)

TABLE 5. Global Hair Relaxer Market by region, estimates & forecasts, 2019-2028  
(USD Billion)

TABLE 6. Global Hair Relaxer Market by segment, estimates & forecasts, 2019-2028  
(USD Billion)

TABLE 7. Global Hair Relaxer Market by region, estimates & forecasts, 2019-2028  
(USD Billion)

TABLE 8. Global Hair Relaxer Market by segment, estimates & forecasts, 2019-2028  
(USD Billion)

TABLE 9. Global Hair Relaxer Market by region, estimates & forecasts, 2019-2028  
(USD Billion)

TABLE 10. Global Hair Relaxer Market by segment, estimates & forecasts, 2019-2028  
(USD Billion)

TABLE 11. Global Hair Relaxer Market by region, estimates & forecasts, 2019-2028  
(USD Billion)

TABLE 12. Global Hair Relaxer Market by segment, estimates & forecasts, 2019-2028  
(USD Billion)

TABLE 13. Global Hair Relaxer Market by region, estimates & forecasts, 2019-2028  
(USD Billion)

TABLE 14. U.S. Hair Relaxer Market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 15. U.S. Hair Relaxer Market estimates & forecasts by segment 2019-2028  
(USD Billion)

TABLE 16. U.S. Hair Relaxer Market estimates & forecasts by segment 2019-2028  
(USD Billion)

TABLE 17. Canada Hair Relaxer Market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 18. Canada Hair Relaxer Market estimates & forecasts by segment 2019-2028  
(USD Billion)

TABLE 19. Canada Hair Relaxer Market estimates & forecasts by segment 2019-2028  
(USD Billion)



TABLE 20. UK Hair Relaxer Market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 21. UK Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 22. UK Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 23. Germany Hair Relaxer Market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 24. Germany Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 25. Germany Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 26. RoE Hair Relaxer Market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 27. RoE Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 28. RoE Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 29. China Hair Relaxer Market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 30. China Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 31. China Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 32. India Hair Relaxer Market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 33. India Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 34. India Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 35. Japan Hair Relaxer Market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 36. Japan Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 37. Japan Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 38. RoAPAC Hair Relaxer Market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 39. RoAPAC Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 40. RoAPAC Hair Relaxer Market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 41. Brazil Hair Relaxer Market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 42. Brazil Hair Relaxer Market estimates & forecasts by segment 2019-2028

(USD Billion)

TABLE 43. Brazil Hair Relaxer Market estimates & forecasts by segment 2019-2028

(USD Billion)

TABLE 44. Mexico Hair Relaxer Market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 45. Mexico Hair Relaxer Market estimates & forecasts by segment 2019-2028

(USD Billion)

TABLE 46. Mexico Hair Relaxer Market estimates & forecasts by segment 2019-2028

(USD Billion)

TABLE 47. RoLA Hair Relaxer Market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 48. RoLA Hair Relaxer Market estimates & forecasts by segment 2019-2028

(USD Billion)

TABLE 49. RoLA Hair Relaxer Market estimates & forecasts by segment 2019-2028

(USD Billion)

TABLE 50. Row Hair Relaxer Market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 51. Row Hair Relaxer Market estimates & forecasts by segment 2019-2028

(USD Billion)

TABLE 52. Row Hair Relaxer Market estimates & forecasts by segment 2019-2028

(USD Billion)

TABLE 53. List of secondary sources, used in the study of global Hair Relaxer Market

TABLE 54. List of primary sources, used in the study of global Hair Relaxer Market

TABLE 55. Years considered for the study

TABLE 56. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Hair Relaxer Market, research methodology
- FIG 2. Global Hair Relaxer Market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Hair Relaxer Market, key trends 2021
- FIG 5. Global Hair Relaxer Market, growth prospects 2022-2028
- FIG 6. Global Hair Relaxer Market, porters 5 force model
- FIG 7. Global Hair Relaxer Market, pest analysis
- FIG 8. Global Hair Relaxer Market, value chain analysis
- FIG 9. Global Hair Relaxer Market by segment, 2019 & 2028 (USD Billion)
- FIG 10. Global Hair Relaxer Market by segment, 2019 & 2028 (USD Billion)
- FIG 11. Global Hair Relaxer Market by segment, 2019 & 2028 (USD Billion)
- FIG 12. Global Hair Relaxer Market by segment, 2019 & 2028 (USD Billion)
- FIG 13. Global Hair Relaxer Market by segment, 2019 & 2028 (USD Billion)
- FIG 14. Global Hair Relaxer Market, regional snapshot 2019 & 2028
- FIG 15. North America Hair Relaxer Market 2019 & 2028 (USD Billion)
- FIG 16. Europe Hair Relaxer Market 2019 & 2028 (USD Billion)
- FIG 17. Asia pacific Hair Relaxer Market 2019 & 2028 (USD Billion)
- FIG 18. Latin America Hair Relaxer Market 2019 & 2028 (USD Billion)
- FIG 19. Global Hair Relaxer Market, company market share analysis (2021)

## I would like to order

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