

Global Hair Styling Products Market Size Study & Forecast, by Product (Hair Gel, Hair Wax, Hair Mousse, Hair Spray, Pomade, Others) and End-use (Male, Female) and Distribution Channel (Hypermarkets & Supermarkets, Convenience Stores, Specialty Stores, Online, Others) and Regional Forecasts 2025-2035

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Abstracts

The Global Hair Styling Products Market is valued at approximately USD 28.88 billion in 2024 and is projected to expand at a CAGR of about 5.80% throughout the forecast period of 2025-2035. Hair styling products—ranging from gels and sprays to waxes and pomades—have evolved into essential grooming commodities as consumers increasingly pursue individuality, personal expression, and professional appearance. These products not only help sculpt styles but also protect hair from environmental stressors, humidity, and damage induced by heat tools. The market's momentum is fueled by rising disposable incomes, booming beauty consciousness across genders, and the rapid diffusion of global fashion trends through social media. Additionally, product innovation—particularly in clean-label formulations, multifunctional textures, and inclusive styling lines—is reshaping the competitive landscape.

The proliferation of digital influencers and lifestyle-driven content has considerably amplified the global consumption of hair styling products, compelling brands to develop high-performance, photogenic, and long-lasting formulas. As consumers experiment more freely with hairstyles, textures, and finishes, demand for flexible-hold and specialized products has surged. According to industry analyses, global beauty expenditures have consistently accelerated post-2023, propelled by expanding urban populations and premiumization trends. Moreover, the rise of unisex grooming culture,

coupled with improved retail accessibility—especially through e-commerce—has created fertile ground for market growth. However, increasing preference toward minimal-ingredient products and the shift toward natural hair care routines among certain consumer groups may slightly temper growth trajectories over the long term.

The detailed segments and sub-segments included in the report are:

By Product:

Hair Gel

Hair Wax

Hair Mousse

Hair Spray

Pomade

Others

By End-use:

Male

Female

By Distribution Channel:

Hypermarkets & Supermarkets

Convenience Stores

Specialty Stores

Online

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Among all the product categories, Hair Spray is expected to dominate the market, securing the largest market share during the forecast period. This dominance is primarily attributed to its enduring relevance across diverse hair textures, styles, and cultural preferences. Hair sprays have transitioned from simple hold-enhancing agents to advanced, multifunctional formulas engineered to deliver humidity resistance, UV protection, volumizing effects, and heat shielding. This versatility enables them to serve both casual and professional styling needs. Furthermore, their wide availability across mass and premium retail formats, combined with ongoing advancements such as alcohol-free variants and finely atomized dispensing systems, continues to position hair sprays at the forefront of consumer preference. While competition within other segments—such as waxes and pomades—is intensifying, hair sprays maintain their stronghold owing to their universal appeal and broad styling compatibility.

When analyzing the market by revenue contribution, Hair Wax currently emerges as the leading segment. Its strong performance stems from rising male grooming trends, increasing demand for matte and textured finishes, and its flexible styling capabilities that cater to modern, urban lifestyles. Wax-based formulas offer better control, reshape-able styling, and residue-free finishes, making them particularly popular among younger

consumers. Meanwhile, Hair Mousse and Pomade categories continue to gain traction due to rising interest in voluminous and glossy hairstyles. Despite this, Hair Wax outperforms other types in terms of revenue due to its premium positioning, higher price points, and widespread adoption across professional salons. This establishes a nuanced landscape: Hair Spray dominates in volume and usage frequency, while Hair Wax commands higher sales revenue driven by performance-focused consumer behavior.

The key regions assessed in the Global Hair Styling Products Market include North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. North America held the largest market share in 2025, supported by strong consumer inclination toward premium grooming solutions, a thriving salon industry, and the rapid adoption of influencer-led styling trends. The region benefits further from robust retail infrastructure and sustained innovation by established brands. In contrast, Asia Pacific is anticipated to witness the fastest growth during the forecast timeline. Spiraling urbanization, rising disposable incomes, and growing adoption of Western beauty standards in countries such as China, India, Japan, and South Korea drive this expansion. The proliferation of e-commerce platforms, coupled with the surge in youth populations and expanding personal care portfolios, continues to accelerate styling product consumption across the region.

Major market players included in this report are:

L'Oreal S.A.

Procter & Gamble Co.

Unilever plc

Henkel AG & Co. KGaA

Coty Inc.

Kao Corporation

Johnson & Johnson

Amorepacific Corporation

Shiseido Company Limited

Revlon, Inc.

Oriflame Cosmetics

Estee Lauder Companies

Natura & Co

Wella Company

Beiersdorf AG

Global Hair Styling Products Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast Period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth Factors, and Trends

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

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

The objective of the study is to define market sizes of various segments and countries from recent years and forecast their values over the coming decade. The report integrates both qualitative and quantitative facets of the industry across the regions involved in the study. It further presents detailed insights into critical drivers and challenges shaping market dynamics. Moreover, it highlights emerging opportunities in

niche market pockets for stakeholders to invest in, alongside rigorous analysis of the competitive landscape and product portfolios of key global players.

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed assessment of the geographical landscape with country-level insights across major regions.

Competitive landscape review with comprehensive information on major market participants.

Examination of key business strategies and strategic recommendations for future market direction.

Evaluation of the competitive structure of the market.

Demand-side and supply-side analysis of the market.

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