

Global Luxury Hair Care Market Size study, by Product (Shampoos, Conditioners, Hair Coloring Products, Hair Styling Products, Hair Oils, and Others), Distribution Channel (Super Markets & Hyper Markets, Departmental Stores, Speciality Stores, E-Commerce, and Others) and Regional Forecasts 2021-2027

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Abstracts

Global Luxury Hair Care Market is valued approximately USD 21.14 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 6.04 % over the forecast period 2021-2027. Hair care refers to all of that people do to keep their hair clean, healthy-looking, and attractive, and premium hair care refers to high-end hair care products. The increasing hair and scalp issues and the increasing awareness regarding personal grooming and increasing consumer spending on premium quality hair care products are expected to drive the market for the upcoming period. Change in lifestyle and urbanization is attracting the consumer towards luxury hair care products.

Dermatologically proven and high quality hair care products are more preferred as they are more reliable and safe. According to a journal of Foundation de la Haute Horlogerie (2019), in the period 2018-2025, the luxury goods market is expected to grow from \$260 billion to \$320 billion. As per the Health & Beauty Association, the sales of conditioners increased from \$344 million to \$341.59 million, accounting for the period 2018-2019. However, side effects of chemicals used in hair care products and high costs of luxury hair care products hampers the growth of the market over the forecast period of 2021-2027. Also, rising production of organic hair care and manufacturers' investments in R&D of new hair care products to meet customer needs are opportunities to expand the market during the forecast period.

The geographical study of global luxury hair care market is considered for the major

regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia Pacific is the most significant region across the world in terms of market share owing to growing demand of organic luxury hair care products and the increasing awareness about the sustainable products. Whereas, North America is also anticipated to expand the market over the forecast period 2021-2027. Factors such as rising consumer demand for premium hair care products and increasing online beauty purchase would create huge demand for the Luxury Hair Care market across North American region.

Major market player included in this report are:

L'Oréal

Rahua

Estee Lauder Companies

KOS Corporation

Kérastase

SEVEN, LLC.

Jose Eber Hair

Oribe

Alcora Corporation

Kao Corporation

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 Product:

Shampoos

Conditioners

Hair Coloring Products

Hair Styling Products

Hair Oils

Others

By Distribution Channels:

Super Markets & Hyper Markets

Departmental Stores

Speciality Stores

E-Commerce

Others

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

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Luxury Hair Care 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

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