

Global Natural Hair Care Product Market Size study & Forecast, by End-use (Men, Women), by Distribution Channel (Online, Offline) and Regional Analysis, 2022-2029

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Abstracts

Global Natural Hair Care Product Market is valued at approximately USD 9.58 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 4.70% over the forecast period 2022-2029. Natural hair care product helps in improving hair quality while minimizing hair damage. One of the major drivers of market expansion is the growing awareness of the advantages of natural hair care products. The majority of organic hair care products include Vitamin E-rich antioxidants that nourish the scalp and encourage hair development. Consumers are increasingly choosing natural products due to the negative side effects of using chemical-based shampoos and conditioners, such as poor hair quality and a rough scalp. The demand for natural hair care products has increased as a result of consumers' increased ingredient awareness and their avoidance of products that contain sulphates, mineral oil, parabens, and alcohol.

According to Statista, the global market for organic shampoo was estimated to be worth approximately 1.1 billion US dollars in 2018 and is anticipated to grow to roughly 1.4 billion dollars by 2025. Along with this, men's hair-related searches outnumbered women's hair searches by around 6% in 2016, according to a Google analysis. Additionally, social media has helped males become more aware of self-care, health, and cleanliness, as well as make product recommendations. However, the high cost of Natural Hair Care Products stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Natural Hair Care Product Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. The

natural hair care market was controlled by Europe. A major driver of the market expansion in the area is the rising demand for natural goods and cosmetic companies that use natural components instead of synthetic chemicals. Due to its prominence as the world's leading beauty and cosmetics market, Europe has numerous prospects for producers of natural cosmetics. The beauty and cosmetics market was worth USD 94.0 billion in 2018, according to Cosmetics Europe, a trade group for the European cosmetics and personal care industry. It is anticipated that the significant concentration of manufacturers in European nations like Germany and France will spur innovation in natural hair care products. Over the projected period, the market for natural hair care products is anticipated to expand at the quickest rate in Asia Pacific. Demand for these goods is anticipated to soar as a result of consumer preferences for natural goods, particularly in developing nations like China and India.

Major market players included in this report are:

Procter & Gamble

NatureLab Tokyo

Estee Lauder

Mama Earth

St. Botanica

Bollati

John Master Organics

Phyto Botanical Power

Amazon Beauty Inc.

Organic Harvest

Recent Developments in the Market:

End-To-End Ayurvedic Scalp Solution and the Ayurvedic BhringAmla line of hair care products were introduced by Mamaearth in July 2020. Kshirpak Process oil, produced on the range for 400 years, is available. The product line comprises hair products produced from an Ayurvedic combination of bhringraj, amla, and numerous other herbs, such as hair oil, shampoo, conditioner, and hair mask.

The My Black is Beautiful cultural platform by Procter & Gamble introduced a line of hair care items in July 2019. Exclusively, Sally Beauty stores across the US and online carry these goods. The range includes the Intense Recovery Treatment, two Tangle Slayer Conditioning Creams (for Type 3 and Type 4 Hair), a Fortifying Conditioner, and a Hydrating Sulfate-Free Shampoo. These items support the hydration, renewal, and nourishment of curly hair of all textures.

Global Natural Hair Care Product Market Report Scope:

Global Natural Hair Care Product Market Size study & Forecast, by End-use (Men, Women), by Distribution Channe...

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered End-use, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

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 End-use offerings of key players. The detailed segments and sub-segment of the market are explained below:

By End-use:

Men

Women

By Distribution Channel:

Online

Offline

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
RoLA
Rest of the World

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