

# Global Natural Hair Care Products Market Size Study by End-Use, Distribution Channel, and Regional Forecasts 2022-2032

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## Abstracts

The Global Natural Hair Care Products Market is projected to grow significantly, reaching an estimated valuation of USD 20.88 billion by 2032 from USD 9.3 billion in 2023, expanding at an impressive CAGR of 9.40% during the forecast period 2024-2032. The surging demand for eco-friendly, chemical-free, and sustainably sourced hair care solutions reflects the global shift toward healthier lifestyle choices. This burgeoning interest in natural alternatives has positioned natural hair care products at the forefront of the personal care industry.

Natural hair care products, ranging from shampoos and conditioners to styling treatments and oils, are designed to deliver optimal results without compromising the environment or consumer health. Innovations in formulations, such as the use of plant-based extracts, essential oils, and biodegradable packaging, continue to resonate with environmentally conscious consumers. Additionally, the increasing consumer inclination toward transparency and cruelty-free certifications fuels the market's momentum.

The robust growth of e-commerce platforms has also played a pivotal role in expanding accessibility to natural hair care products, enabling brands to reach a broader audience. Despite this growth trajectory, challenges such as higher price points and limited awareness in emerging markets persist. However, strategic branding, product innovation, and educational campaigns are bridging these gaps, further catalyzing market growth.

Regionally, North America dominates the market, supported by the presence of established brands, a high awareness of personal grooming, and an increasing preference for natural and organic products. Europe closely follows, with rising adoption

driven by stringent regulations on synthetic chemicals and a growing wellness culture. Meanwhile, the Asia Pacific region is set to experience the fastest growth, propelled by the rising influence of social media, urbanization, and increasing disposable incomes. Markets in Latin America and the Middle East & Africa are also gaining traction, benefiting from heightened consumer awareness and improving retail infrastructure.

Major market players included in this report are:

Procter & Gamble

L'Oréal S.A.

The Estée Lauder Companies Inc.

Johnson & Johnson

Unilever PLC

The Hain Celestial Group

Amway Corporation

The Honest Company

Kiehl's

Aveda Corporation

Avalon Organics

Burt's Bees

Briogeo Hair Care

Natura & Co.

Himalaya Herbal Healthcare

The detailed segments and sub-segments of the market are explained below:

By End-Use:

Men

Women

By Distribution Channel:

Offline

Online

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

Rest of Latin America

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024 to 2032

### Key Takeaways:

Market Estimates & Forecast: 10 years from 2022 to 2032.

Annualized Revenues: Regional and segmental analysis.

Geographical Analysis: Detailed insights into major regions and countries.

Competitive Landscape: Information on major players and their strategies.

Strategic Recommendations: Actionable insights for stakeholders to capitalize on market opportunities.

Comprehensive Market Analysis: Demand-side and supply-side perspectives.

## Contents

### **CHAPTER 1. GLOBAL NATURAL HAIR CARE PRODUCTS MARKET EXECUTIVE SUMMARY**

- 1.1. Global Natural Hair Care Products Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By End-Use
  - 1.3.2. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL NATURAL HAIR CARE PRODUCTS MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory Frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL NATURAL HAIR CARE PRODUCTS MARKET DYNAMICS**

### 3.1. Market Drivers

- 3.1.1. Increasing Demand for Eco-Friendly Products
- 3.1.2. Rising Awareness About Natural Ingredients
- 3.1.3. Growth in Disposable Incomes and Consumer Spending

### 3.2. Market Challenges

- 3.2.1. High Cost of Natural Ingredients
- 3.2.2. Limited Availability in Emerging Markets

### 3.3. Market Opportunities

- 3.3.1. Expansion into Emerging Markets
- 3.3.2. Innovations in Product Formulations
- 3.3.3. Strategic Collaborations and Partnerships

## **CHAPTER 4. GLOBAL NATURAL HAIR CARE PRODUCTS 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
- 4.1.7. Porter's 5 Force Impact Analysis

### 4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### 4.3. Top Investment Opportunities

### 4.4. Top Winning Strategies

### 4.5. Disruptive Trends

### 4.6. Industry Expert Perspective

### 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL NATURAL HAIR CARE PRODUCTS MARKET SIZE & FORECASTS BY END-USE 2022-2032**

#### 5.1. Segment Dashboard

#### 5.2. Global Natural Hair Care Products Market: End-Use Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

##### 5.2.1. Men

##### 5.2.2. Women

### **CHAPTER 6. GLOBAL NATURAL HAIR CARE PRODUCTS MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2022-2032**

#### 6.1. Segment Dashboard

#### 6.2. Global Natural Hair Care Products Market: Distribution Channel Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

##### 6.2.1. Offline

##### 6.2.2. Online

### **CHAPTER 7. GLOBAL NATURAL HAIR CARE PRODUCTS MARKET SIZE & FORECASTS BY REGION 2022-2032**

#### 7.1. North America Natural Hair Care Products Market

##### 7.1.1. U.S. Natural Hair Care Products Market

##### 7.1.1.1. End-Use Breakdown Size & Forecasts, 2022-2032

##### 7.1.1.2. Distribution Channel Breakdown Size & Forecasts, 2022-2032

##### 7.1.2. Canada Natural Hair Care Products Market

#### 7.2. Europe Natural Hair Care Products Market

##### 7.2.1. UK Natural Hair Care Products Market

##### 7.2.2. Germany Natural Hair Care Products Market

##### 7.2.3. France Natural Hair Care Products Market

##### 7.2.4. Spain Natural Hair Care Products Market

##### 7.2.5. Italy Natural Hair Care Products Market

##### 7.2.6. Rest of Europe Natural Hair Care Products Market

#### 7.3. Asia-Pacific Natural Hair Care Products Market

##### 7.3.1. China Natural Hair Care Products Market

##### 7.3.2. India Natural Hair Care Products Market

##### 7.3.3. Japan Natural Hair Care Products Market

##### 7.3.4. Australia Natural Hair Care Products Market

##### 7.3.5. South Korea Natural Hair Care Products Market

##### 7.3.6. Rest of Asia Pacific Natural Hair Care Products Market

#### 7.4. Latin America Natural Hair Care Products Market

##### 7.4.1. Brazil Natural Hair Care Products Market



- 7.4.2. Mexico Natural Hair Care Products Market
- 7.4.3. Rest of Latin America Natural Hair Care Products Market
- 7.5. Middle East & Africa Natural Hair Care Products Market
  - 7.5.1. Saudi Arabia Natural Hair Care Products Market
  - 7.5.2. South Africa Natural Hair Care Products Market
  - 7.5.3. Rest of Middle East & Africa Natural Hair Care Products Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Key Company SWOT Analysis
  - 8.1.1. Procter & Gamble
  - 8.1.2. L'Oréal S.A.
  - 8.1.3. The Estée Lauder Companies Inc.
- 8.2. Top Market Strategies
- 8.3. Company Profiles
  - 8.3.1. Procter & Gamble
    - 8.3.1.1. Key Information
    - 8.3.1.2. Overview
    - 8.3.1.3. Financial (Subject to Data Availability)
    - 8.3.1.4. Product Summary
    - 8.3.1.5. Market Strategies
  - 8.3.2. L'Oréal S.A.
  - 8.3.3. The Estée Lauder Companies Inc.
  - 8.3.4. Johnson & Johnson
  - 8.3.5. Unilever PLC
  - 8.3.6. The Hain Celestial Group
  - 8.3.7. Amway Corporation
  - 8.3.8. The Honest Company
  - 8.3.9. Kiehl's
  - 8.3.10. Aveda Corporation
  - 8.3.11. Avalon Organics
  - 8.3.12. Burt's Bees
  - 8.3.13. Briogeo Hair Care
  - 8.3.14. Natura & Co.
  - 8.3.15. Himalaya Herbal Healthcare

## **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

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Natural Hair Care Products Market, Report Scope

TABLE 2. Global Natural Hair Care Products Market Estimates & Forecasts by Region 2022-2032 (USD Million/Billion)

TABLE 3. Global Natural Hair Care Products Market Estimates & Forecasts by End-Use 2022-2032 (USD Million/Billion)

TABLE 4. Global Natural Hair Care Products Market Estimates & Forecasts by Distribution Channel 2022-2032 (USD Million/Billion)

TABLE 5. Global Natural Hair Care Products Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 6. Global Natural Hair Care Products Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 7. Global Natural Hair Care Products Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 8. Global Natural Hair Care Products Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 9. Global Natural Hair Care Products Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 10. Global Natural Hair Care Products Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 11. Global Natural Hair Care Products Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 12. Global Natural Hair Care Products Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 13. Global Natural Hair Care Products Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 14. Global Natural Hair Care Products Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 15. U.S. Natural Hair Care Products Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 16. U.S. Natural Hair Care Products Market Estimates & Forecasts by Segment 2022-2032 (USD Million/Billion)

TABLE 17. U.S. Natural Hair Care Products Market Estimates & Forecasts by Segment 2022-2032 (USD Million/Billion)

TABLE 18. Canada Natural Hair Care Products Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 19. Canada Natural Hair Care Products Market Estimates & Forecasts by Segment 2022-2032 (USD Million/Billion)

TABLE 20. Canada Natural Hair Care Products Market Estimates & Forecasts by Segment 2022-2032 (USD Million/Billion)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Natural Hair Care Products Market, Research Methodology
- FIG 2. Global Natural Hair Care Products Market, Market Estimation Techniques
- FIG 3. Global Market Size Estimates & Forecast Methods.
- FIG 4. Global Natural Hair Care Products Market, Key Trends 2023
- FIG 5. Global Natural Hair Care Products Market, Growth Prospects 2022-2032
- FIG 6. Global Natural Hair Care Products Market, Porter's 5 Force Model
- FIG 7. Global Natural Hair Care Products Market, PESTEL Analysis
- FIG 8. Global Natural Hair Care Products Market, Value Chain Analysis
- FIG 9. Global Natural Hair Care Products Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 10. Global Natural Hair Care Products Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 11. Global Natural Hair Care Products Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 12. Global Natural Hair Care Products Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 13. Global Natural Hair Care Products Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 14. Global Natural Hair Care Products Market, Regional Snapshot 2022 & 2032
- FIG 15. North America Natural Hair Care Products Market 2022 & 2032 (USD Million/Billion)
- FIG 16. Europe Natural Hair Care Products Market 2022 & 2032 (USD Million/Billion)
- FIG 17. Asia Pacific Natural Hair Care Products Market 2022 & 2032 (USD Million/Billion)
- FIG 18. Latin America Natural Hair Care Products Market 2022 & 2032 (USD Million/Billion)
- FIG 19. Middle East & Africa Natural Hair Care Products Market 2022 & 2032 (USD Million/Billion)
- FIG 20. Global Natural Hair Care Products Market, Company Market Share Analysis (2023)

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This list is not complete, final report does contain more than 50 figures. The list may be updated in the final deliverable.

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