

Global Organic Shampoo Market Size study, by Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online) and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G48B19641A85EN.html>

Date: January 2025

Pages: 285

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

ID: G48B19641A85EN

Abstracts

The global organic shampoo market, valued at USD 1.31 billion in 2023, is expected to witness a CAGR of 3.7% from 2024 to 2032, propelled by escalating consumer awareness about personal hygiene and the adverse effects of synthetic chemicals. This shift in consumer preference has been pivotal in driving the demand for organic shampoos, which are formulated with natural ingredients and are free from harmful additives such as sulfates and parabens.

The market is further shaped by the increasing eco-consciousness of consumers, fostering a growing inclination toward sustainability in personal care choices. Numerous brands are introducing organic shampoo lines to align with this demand, emphasizing cleaner, greener hair care alternatives. Furthermore, the prevalence of online platforms has democratized access to a wide array of organic shampoo products, allowing consumers to make informed purchasing decisions from the comfort of their homes.

The rise of influencer marketing and social media campaigns has also been instrumental in popularizing organic shampoos. Beauty influencers and eco-conscious bloggers actively highlight the benefits of using chemical-free products, creating heightened awareness and demand. Brands such as Aveda and Medimix are catering to this surge with product ranges that emphasize sustainability and the use of herbal ingredients.

Regionally, North America commands the largest market share, with consumers increasingly gravitating toward natural and chemical-free alternatives. Regulatory

frameworks in the region further support this shift by promoting safer product formulations. In Asia Pacific, the market is anticipated to grow at the highest CAGR, driven by the region's cultural affinity for herbal products and rising awareness about synthetic chemicals' harmful effects. Key players in the market, including Vogue International LLC (OGX), John Master's Organics, and Aveda, continue to innovate and expand their reach to meet the evolving needs of consumers worldwide.

Major market players included in this report are:

John Master's Organics

Vogue International LLC (OGX)

Real Purity Inc.

Rahua Classics

Art Naturals

Natulique

Medimix

Aveda

Giovanni Cosmetics, Inc.

LAKME COSMETICS S.L. (Hindustan Unilever)

Himalaya Wellness Company

Avalon Organics

Desert Essence

Burt's Bees

SheaMoisture

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

By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

By Region:

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia

Latin America

Brazil

Middle East & Africa

South Africa

UAE

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

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

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

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

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

Contents

CHAPTER 1. GLOBAL ORGANIC SHAMPOO MARKET EXECUTIVE SUMMARY

- 1.1. Global Organic Shampoo Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL ORGANIC SHAMPOO 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
 - 2.3.4. Demand Side Analysis
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL ORGANIC SHAMPOO MARKET DYNAMICS

- 3.1. Market Drivers
 - 3.1.1. Growing preference for chemical-free personal care products
 - 3.1.2. Rising eco-consciousness among consumers
 - 3.1.3. Impact of influencer marketing and social media
- 3.2. Market Challenges
 - 3.2.1. Higher costs of organic shampoos compared to conventional alternatives
 - 3.2.2. Limited awareness in developing regions
- 3.3. Market Opportunities
 - 3.3.1. Expansion in e-commerce platforms for personal care products
 - 3.3.2. Rising demand for herbal and Ayurvedic shampoos in Asia Pacific

CHAPTER 4. GLOBAL ORGANIC SHAMPOO 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
- 4.2. PESTEL Analysis
- 4.3. Top Investment Opportunities
- 4.4. Top Winning Strategies
- 4.5. Disruptive Trends
- 4.6. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL ORGANIC SHAMPOO MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2022-2032

- 5.1. Supermarkets/Hypermarkets
- 5.2. Specialty Stores
- 5.3. Online

CHAPTER 6. GLOBAL ORGANIC SHAMPOO MARKET SIZE & FORECASTS BY REGION 2022-2032

- 6.1. North America
 - 6.1.1. U.S.
 - 6.1.2. Canada
 - 6.1.3. Mexico
- 6.2. Europe
 - 6.2.1. Germany
 - 6.2.2. UK
 - 6.2.3. France
 - 6.2.4. Italy
 - 6.2.5. Spain
- 6.3. Asia Pacific
 - 6.3.1. China
 - 6.3.2. Japan
 - 6.3.3. India
 - 6.3.4. Australia

6.4. Latin America

6.4.1. Brazil

6.5. Middle East & Africa

6.5.1. South Africa

6.5.2. UAE

CHAPTER 7. COMPETITIVE INTELLIGENCE

7.1. Key Company SWOT Analysis

7.1.1. Vogue International LLC (OGX)

7.1.2. John Master's Organics

7.1.3. Aveda

7.2. Top Market Strategies

7.3. Company Profiles

CHAPTER 8. RESEARCH PROCESS

8.1. Research Process

8.1.1. Data Mining

8.1.2. Analysis

8.1.3. Market Estimation

8.1.4. Validation

8.1.5. Publishing

8.2. Research Attributes

12. LIST OF TABLES

1. GLOBAL ORGANIC SHAMPOO MARKET, REPORT SCOPE

2. GLOBAL ORGANIC SHAMPOO MARKET ESTIMATES & FORECASTS BY REGION, 2022-2032 (USD MILLION/BILLION)

3. GLOBAL ORGANIC SHAMPOO MARKET ESTIMATES & FORECASTS BY DISTRIBUTION CHANNEL, 2022-2032 (USD MILLION/BILLION)

4. SUPERMARKETS/HYPERMARKETS SEGMENT REVENUE ANALYSIS, 2022 & 2032 (USD MILLION/BILLION)

5. SPECIALTY STORES SEGMENT REVENUE ANALYSIS, 2022 & 2032 (USD

MILLION/BILLION)

6. ONLINE SEGMENT REVENUE ANALYSIS, 2022 & 2032 (USD MILLION/BILLION)

7. NORTH AMERICA ORGANIC SHAMPOO MARKET ESTIMATES & FORECASTS BY COUNTRY, 2022-2032 (USD MILLION/BILLION)

8. EUROPE ORGANIC SHAMPOO MARKET ESTIMATES & FORECASTS BY COUNTRY, 2022-2032 (USD MILLION/BILLION)

9. ASIA PACIFIC ORGANIC SHAMPOO MARKET ESTIMATES & FORECASTS BY COUNTRY, 2022-2032 (USD MILLION/BILLION)

10. LATIN AMERICA ORGANIC SHAMPOO MARKET ESTIMATES & FORECASTS BY COUNTRY, 2022-2032 (USD MILLION/BILLION)

11. MIDDLE EAST & AFRICA ORGANIC SHAMPOO MARKET ESTIMATES & FORECASTS BY COUNTRY, 2022-2032 (USD MILLION/BILLION)

12. COMPETITIVE LANDSCAPE OF KEY MARKET PLAYERS, 2023 (USD MILLION/BILLION)

13. SWOT ANALYSIS FOR MAJOR PLAYERS (VOGUE INTERNATIONAL LLC, JOHN MASTER'S ORGANICS, AVEDA)

14. CONSUMER PREFERENCES FOR ORGANIC VS. CONVENTIONAL SHAMPOO BY REGION, 2022-2032

15. GROWTH OPPORTUNITIES IN ONLINE RETAIL PLATFORMS, 2022-2032 (USD MILLION/BILLION)

16. REGIONAL MARKET SHARE OF KEY PLAYERS IN ORGANIC SHAMPOO, 2023 (%)

17. MARKET PENETRATION OF SUSTAINABLE PACKAGING PRACTICES BY REGION, 2022 & 2032

18. IMPACT OF INFLUENCER MARKETING ON ORGANIC SHAMPOO SALES, 2022-2032

Note: This list is not complete. The final report contains more than 100 tables. The list may be updated in the final deliverable.

12. LIST OF FIGURES

1. GLOBAL ORGANIC SHAMPOO MARKET, RESEARCH METHODOLOGY

2. GLOBAL ORGANIC SHAMPOO MARKET, MARKET ESTIMATION TECHNIQUES

3. MARKET SIZE ESTIMATES & FORECAST METHODS, GLOBAL ORGANIC SHAMPOO MARKET, 2022-2032

4. KEY TRENDS INFLUENCING THE ORGANIC SHAMPOO MARKET, 2023

5. GLOBAL ORGANIC SHAMPOO MARKET GROWTH PROSPECTS, 2022-2032

6. PORTER'S 5 FORCE MODEL ANALYSIS FOR ORGANIC SHAMPOO INDUSTRY

7. PESTEL ANALYSIS FOR ORGANIC SHAMPOO MARKET

8. GLOBAL ORGANIC SHAMPOO MARKET VALUE CHAIN ANALYSIS

9. DISTRIBUTION CHANNEL SHARE IN GLOBAL ORGANIC SHAMPOO MARKET, 2022 & 2032 (%)

10. SUPERMARKETS/HYPERMARKETS VS. ONLINE SALES COMPARISON, ORGANIC SHAMPOO, 2023 (%)

11. REGIONAL SNAPSHOT OF GLOBAL ORGANIC SHAMPOO MARKET, 2022 & 2032

12. CONSUMER AWARENESS FOR ORGANIC HAIR CARE PRODUCTS, 2022-2032 (%)

13. GROWTH POTENTIAL OF SPECIALTY STORES IN ORGANIC SHAMPOO DISTRIBUTION, 2022-2032

14. REGIONAL PENETRATION OF KEY BRANDS (VOGUE INTERNATIONAL LLC,

AVEDA, MEDIMIX), 2023

15. TRENDS IN HERBAL AND AYURVEDIC SHAMPOO ADOPTION, 2022-2032

16. SOCIAL MEDIA INFLUENCE ON ORGANIC SHAMPOO PREFERENCES BY REGION, 2022-2032

17. IMPACT OF SUSTAINABLE PACKAGING INITIATIVES IN ORGANIC SHAMPOO MARKET, 2022-2032

18. ORGANIC SHAMPOO PRICE SENSITIVITY ANALYSIS BY CONSUMER SEGMENT, 2023 (%)

19. REVENUE BREAKDOWN BY NATURAL INGREDIENT COMPOSITION IN ORGANIC SHAMPOO, 2022-2032

20. REGIONAL BREAKDOWN OF ECO-FRIENDLY PURCHASING TRENDS IN HAIR CARE, 2023

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