

Global Protein Shampoo Market Size Study & Forecast, by Distribution Channel (Supermarkets & Hypermarkets, E-commerce Portals), by Ingredients (Organic and Natural, Chemical-based) by Product Type (Standard Protein Shampoo, Anti-dandruff Protein Shampoo, Kids Protein Shampoo, Medicated Protein Shampoo, and others), by End Users (Adults, Kids) and Regional Analysis, 2023-2030

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Abstracts

Global Protein Shampoo Market is valued approximately USD XX billion in 2023 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. To maintain strong and healthy hair, it's important to consume protein and retain moisture. Some healthy protein sources for hair include hydrolyzed soy proteins, hydrolyzed keratin, silk protein, and collagen protein. Additionally, biotin is vital for producing keratin, a protein found in hair. The Protein Shampoo market is expanding because of factors such as increasing hair and scalp related diseases, increasing awareness among people. Also increasing water and air pollution have resulted in the growth of hair related diseases. Consumers' increasing health concerns are expected to drive the demand for protein shampoo in the coming years. Amino acids have the ability to replenish the proteins that have been lost due to chemicals. Health experts recommend the effective use of protein shampoo to limit hair problems.

According to Statista China's hair loss population is estimated around 251 million. Hair loss affects Chinese people at a younger age. According to the Statista report, North America's alopecia treatment market by 2022 is expected to be topical hair loss treatments, with some 1.4 billion U.S.D. Many companies invest significant amounts of

money into research to enhance their products. One such example is dry shampoo, which does not require as much water. The top players holding a strong position in the market are L'Oreal, Procter and Gamble, Unilever plc; Shiseido Company, Ltd; and The Estee Lauder Companies Inc. This market is evolving with a significant speed as buyers are moving more towards organic and natural products. Proteins provide structure to hair, along with increasing length and volume. As a consequence of various health benefits, preference for protein shampoos has been increasing among customers.

The key regions considered for the Global Protein Shampoo Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 as consumers are becoming more aware of hair issues and problems. Asia Pacific is expected to grow significantly during the forecast period, due to increase awareness regarding health and hygiene among the population.

Major market player included in this report are:

L'Oreal

Procter & Gamble

Unilever plc

Shiseido Company Ltd

The Est?e Lauder Companies

Redken

PureBiology

Keratin Complex

McBride Research Laboratories Inc.

OGX Beauty

Recent Developments in the Market:

In April 2023, L’Oreal acquired Aesop along with Natura & Co. The divestment of Aesop marks a new development cycle for Natura &Co. With a strengthened financial structure and a deleveraged balance sheet, Natura &Co, exercising strict financial discipline, will be able to sharpen its focus on its strategic priorities, notably our investment plan in Latin America. Till now L’Oreal has acquired over 25 different brands and had made 10 investments. The company has spent over \$ 3.73B for the acquisitions.

In 2021 Procter & Gamble has acquired the hair care brand Ouai and Tula skincare in 2022.

Global Protein Shampoo Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered –Distribution Channel, Ingredients, Product Type, End Users, Region

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

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

By Distribution Channel:

Supermarkets & Hypermarkets

Pharmacies and drug stores

Convenience stores

E-commerce Portals

By Ingredients:

Organic and Natural

Chemical-based

By Product Type:

Standard Protein Shampoo

Anti-dandruff Protein Shampoo

Kids Protein Shampoo

Medicated Protein Shampoo

Others

By End Users:

Adult

Kids

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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