

# **Global Shampoo Market Size study, by Product (2-in-1 Shampoo, Anti-dandruff Shampoo, Kids Shampoo, Medicated Shampoo, Standard Shampoo, and Other Products), Distribution Channel (Supermarkets/Hypermarkets, Specialist Retailers, Convenience Stores, Drug Stores and Pharmacies, Online Stores, and Other Distribution Channels) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Shampoo Market is valued approximately xxx billion in 2020 and is anticipated to grow with a healthy growth rate of more than 4.03 % over the forecast period 2021-2027. Shampoos are generally a foaming liquid which cleanses hair and nourish them. There are many types of shampoo used for different type of hair. The demand for herbal shampoo is increasing which is boosting the growth of shampoo market. Other benefits of shampoo such as cleansing hair, helping in the growth of hair and keeping our scalp clean, keeping hair dandruff free are some other factors driving the market. For example, in 2020, Herbal Essences introduced its Aloe Collection with sustainably sourced aloe vera from Mexico. Rising awareness for the benefits of using shampoo through social media serves as another driver for the shampoo market. According to a survey conducted by "Drug Invention Today" in 2019 it was found that 65% of survey respondent suffered from dandruff issues. Increasing trend for spas and other hair care activities is also driving the market. According to a report, the number of people undergoing spas have increased to 190 million in 2019 from 187 million in 2018. However, harmful side effects due to shampoo because of the use of chemicals impedes the growth of the market over the forecast period of 2021-2027. Also, increasing youth population is likely to increase the market growth during the forecast

period.

The regional analysis of global Shampoo Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the leading region across the world in terms of market share owing to increasing hair colour demand in the region. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2021-2027. Factors such as increased expenditure on hair care products would create lucrative growth prospects for the Shampoo Market across Asia-Pacific region.

Major market player included in this report are:

L'Oréal S.A. (Paris, France)

Unilever (London, U.K.)

Shiseido Co. Ltd. (Tokyo, Japan)

Procter & Gamble Co. (Ohio, U.S.)

Henkel AG & Co. KG aA (Düsseldorf, Germany)

Johnson & Johnson (New Jersey, U.S.)

Coty Inc. (New York, U.S.)

Estée Lauder Co. Inc. (New York, U.S.)

Kao Corporation (Tokyo, Japan)

Beiersdorf AG (Hamburg, Germany)

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:

2-in-1 Shampoo

Anti-dandruff Shampoo

Kids Shampoo

Medicated Shampoo

Standard Shampoo

Other Products

**By Distribution Channel:**

Supermarkets/Hypermarkets

Convenience Stores

Specialist Retailers

Drug Stores and Pharmacies

Online Stores

Other Distribution Channels

**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 Shampoo Market in Market Study:***Global Shampoo Market Size study, by Product (2-in-1 Shampoo, Anti-dandruff Shampoo, Kids Shampoo, Medicated S...*

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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