

Global Hair Products Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Hair products encompass a wide range of items designed to cleanse, style, and maintain hair health. This market includes shampoos, conditioners, hair oils, serums, styling gels, hairsprays, and treatments. With a focus on personal grooming and self-care, the hair products market caters to a diverse consumer base seeking solutions for various hair types and concerns.

In 2023, the global hair products market reached a value of approximately \$87 million. Projected to grow at a Compound Annual Growth Rate (CAGR) of 4.75% from 2024 to 2032, the market is expected to expand steadily. This growth can be attributed to several key factors driving market demand.

One significant growth driver is the increasing focus on hair care and grooming routines as part of overall personal care regimens. Consumers are becoming more conscious of the importance of hair health and are willing to invest in high-quality products to achieve desired results. Additionally, the rise of social media influencers and beauty trends has fueled demand for innovative hair products, influencing consumer purchasing decisions.

Moreover, the market is witnessing a surge in demand for natural and organic hair products. Consumers are gravitating towards products free from harsh chemicals and additives, opting for formulations that promote hair nourishment and sustainability. This shift towards clean beauty aligns with growing environmental awareness and a preference for eco-friendly options.

Another trend shaping the hair products market is the emphasis on personalized

solutions. Brands are leveraging technology to offer customized products tailored to individual hair types, textures, and concerns. This personalization trend enhances consumer experience and loyalty, driving sales in a competitive market landscape.

Regionally, leading markets in the hair products industry include North America, Europe, and Asia Pacific. These regions exhibit dominance due to factors such as high disposable incomes, strong retail presence, and evolving beauty standards. North America, particularly the United States, stands out for its robust distribution channels and a culture that values grooming and self-expression. In contrast, Asia Pacific showcases rapid market growth fueled by a burgeoning middle-class population and increasing urbanization.

Despite the promising growth prospects, the hair products market faces challenges such as intense competition, price sensitivity among consumers, and regulatory hurdles related to product safety and labeling. Brands need to differentiate themselves through innovation, effective marketing strategies, and a deep understanding of consumer preferences to stay competitive in this dynamic market landscape.

In conclusion, the hair products market is poised for continued growth driven by evolving consumer preferences, technological advancements, and a shift towards natural and personalized solutions. Understanding these trends and regional dynamics will be crucial for businesses to capitalize on market opportunities and navigate challenges effectively.

This report provides a deep insight into the global Hair Products market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Hair Products Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Hair Products market in any manner.

Global Hair Products Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Henkel

Kao

L'Oreal

P&G

Unilever

Avon

Combe

Estee Lauder

Johnson & Johnson

Revlon

Shiseido

World Hair Cosmetics

Market Segmentation (by Type)

Shampoo

Hair Conditioners

Hair Colorants

Hair Growth Products

Hair Styling Mousses and Gels

Dyes

Others

Market Segmentation (by Application)

Online Sales

Offline Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Hair Products Market

Overview of the regional outlook of the Hair Products Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each

region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Hair Products Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Hair Products

1.2 Key Market Segments

1.2.1 Hair Products Segment by Type

1.2.2 Hair Products Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 HAIR PRODUCTS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Hair Products Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Hair Products Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 HAIR PRODUCTS MARKET COMPETITIVE LANDSCAPE

3.1 Global Hair Products Sales by Manufacturers (2019-2024)

3.2 Global Hair Products Revenue Market Share by Manufacturers (2019-2024)

3.3 Hair Products Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Hair Products Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Hair Products Sales Sites, Area Served, Product Type

3.6 Hair Products Market Competitive Situation and Trends

3.6.1 Hair Products Market Concentration Rate

3.6.2 Global 5 and 10 Largest Hair Products Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 HAIR PRODUCTS INDUSTRY CHAIN ANALYSIS

- 4.1 Hair Products Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF HAIR PRODUCTS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 HAIR PRODUCTS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Hair Products Sales Market Share by Type (2019-2024)
- 6.3 Global Hair Products Market Size Market Share by Type (2019-2024)
- 6.4 Global Hair Products Price by Type (2019-2024)

7 HAIR PRODUCTS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Hair Products Market Sales by Application (2019-2024)
- 7.3 Global Hair Products Market Size (M USD) by Application (2019-2024)
- 7.4 Global Hair Products Sales Growth Rate by Application (2019-2024)

8 HAIR PRODUCTS MARKET SALES BY REGION

- 8.1 Global Hair Products Sales by Region
 - 8.1.1 Global Hair Products Sales by Region
 - 8.1.2 Global Hair Products Sales Market Share by Region
- 8.2 Global Hair Products Market Size by Region
 - 8.2.1 Global Hair Products Market Size by Region

8.2.2 Global Hair Products Market Size Market Share by Region

8.3 North America

8.3.1 North America Hair Products Sales by Country

8.3.2 North America Hair Products Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Hair Products Sales by Country

8.4.2 Europe Hair Products Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Hair Products Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Hair Products Market Size by Region

8.6.2 Asia Pacific Hair Products Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Hair Products Sales by Country

8.7.2 South America Hair Products Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Hair Products Sales by Region

8.8.2 Middle East and Africa Hair Products Market Size by Region

8.8.3 Saudi Arabia

8.8.4 UAE

8.8.5 Egypt

8.8.6 Nigeria

8.8.7 South Africa

9 HAIR PRODUCTS MARKET PRODUCTION BY REGION

9.1 Global Production of Hair Products by Region (2019-2024)

9.2 Global Hair Products Revenue Market Share by Region (2019-2024)

9.3 Global Hair Products Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Hair Products Production

9.4.1 North America Hair Products Production Growth Rate (2019-2024)

9.4.2 North America Hair Products Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Hair Products Production

9.5.1 Europe Hair Products Production Growth Rate (2019-2024)

9.5.2 Europe Hair Products Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Hair Products Production (2019-2024)

9.6.1 Japan Hair Products Production Growth Rate (2019-2024)

9.6.2 Japan Hair Products Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Hair Products Production (2019-2024)

9.7.1 China Hair Products Production Growth Rate (2019-2024)

9.7.2 China Hair Products Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 Henkel

10.1.1 Henkel Hair Products Basic Information

10.1.2 Henkel Hair Products Product Overview

10.1.3 Henkel Hair Products Product Market Performance

10.1.4 Henkel Business Overview

10.1.5 Henkel Hair Products SWOT Analysis

10.1.6 Henkel Recent Developments

10.2 Kao

10.2.1 Kao Hair Products Basic Information

10.2.2 Kao Hair Products Product Overview

10.2.3 Kao Hair Products Product Market Performance

- 10.2.4 Kao Business Overview
- 10.2.5 Kao Hair Products SWOT Analysis
- 10.2.6 Kao Recent Developments
- 10.3 L'Oreal
 - 10.3.1 L'Oreal Hair Products Basic Information
 - 10.3.2 L'Oreal Hair Products Product Overview
 - 10.3.3 L'Oreal Hair Products Product Market Performance
 - 10.3.4 L'Oreal Hair Products SWOT Analysis
 - 10.3.5 L'Oreal Business Overview
 - 10.3.6 L'Oreal Recent Developments
- 10.4 PandG
 - 10.4.1 PandG Hair Products Basic Information
 - 10.4.2 PandG Hair Products Product Overview
 - 10.4.3 PandG Hair Products Product Market Performance
 - 10.4.4 PandG Business Overview
 - 10.4.5 PandG Recent Developments
- 10.5 Unilever
 - 10.5.1 Unilever Hair Products Basic Information
 - 10.5.2 Unilever Hair Products Product Overview
 - 10.5.3 Unilever Hair Products Product Market Performance
 - 10.5.4 Unilever Business Overview
 - 10.5.5 Unilever Recent Developments
- 10.6 Avon
 - 10.6.1 Avon Hair Products Basic Information
 - 10.6.2 Avon Hair Products Product Overview
 - 10.6.3 Avon Hair Products Product Market Performance
 - 10.6.4 Avon Business Overview
 - 10.6.5 Avon Recent Developments
- 10.7 Combe
 - 10.7.1 Combe Hair Products Basic Information
 - 10.7.2 Combe Hair Products Product Overview
 - 10.7.3 Combe Hair Products Product Market Performance
 - 10.7.4 Combe Business Overview
 - 10.7.5 Combe Recent Developments
- 10.8 Estee Lauder
 - 10.8.1 Estee Lauder Hair Products Basic Information
 - 10.8.2 Estee Lauder Hair Products Product Overview
 - 10.8.3 Estee Lauder Hair Products Product Market Performance
 - 10.8.4 Estee Lauder Business Overview

- 10.8.5 Estee Lauder Recent Developments
- 10.9 Johnson and Johnson
 - 10.9.1 Johnson and Johnson Hair Products Basic Information
 - 10.9.2 Johnson and Johnson Hair Products Product Overview
 - 10.9.3 Johnson and Johnson Hair Products Product Market Performance
 - 10.9.4 Johnson and Johnson Business Overview
 - 10.9.5 Johnson and Johnson Recent Developments
- 10.10 Revlon
 - 10.10.1 Revlon Hair Products Basic Information
 - 10.10.2 Revlon Hair Products Product Overview
 - 10.10.3 Revlon Hair Products Product Market Performance
 - 10.10.4 Revlon Business Overview
 - 10.10.5 Revlon Recent Developments
- 10.11 Shiseido
 - 10.11.1 Shiseido Hair Products Basic Information
 - 10.11.2 Shiseido Hair Products Product Overview
 - 10.11.3 Shiseido Hair Products Product Market Performance
 - 10.11.4 Shiseido Business Overview
 - 10.11.5 Shiseido Recent Developments
- 10.12 World Hair Cosmetics
 - 10.12.1 World Hair Cosmetics Hair Products Basic Information
 - 10.12.2 World Hair Cosmetics Hair Products Product Overview
 - 10.12.3 World Hair Cosmetics Hair Products Product Market Performance
 - 10.12.4 World Hair Cosmetics Business Overview
 - 10.12.5 World Hair Cosmetics Recent Developments

11 HAIR PRODUCTS MARKET FORECAST BY REGION

- 11.1 Global Hair Products Market Size Forecast
- 11.2 Global Hair Products Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Hair Products Market Size Forecast by Country
 - 11.2.3 Asia Pacific Hair Products Market Size Forecast by Region
 - 11.2.4 South America Hair Products Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Hair Products by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Hair Products Market Forecast by Type (2025-2032)

- 12.1.1 Global Forecasted Sales of Hair Products by Type (2025-2032)
- 12.1.2 Global Hair Products Market Size Forecast by Type (2025-2032)
- 12.1.3 Global Forecasted Price of Hair Products by Type (2025-2032)
- 12.2 Global Hair Products Market Forecast by Application (2025-2032)
 - 12.2.1 Global Hair Products Sales (K Units) Forecast by Application
 - 12.2.2 Global Hair Products Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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