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Global Hair Care Market: Size, Trends and Forecasts (2018-2022)

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Abstracts

Scope of the Report

The report titled “Global Hair Care Market: Size, Trends and Forecasts (2018-2022)”, provides an in depth analysis of the global hair care market by value, by product, by distribution channel, by region, etc. The report also provides a regional analysis of the hair care market, including the following regions: North America (the US & Canada), Europe (UK & Germany), Asia pacific (China, India & Japan), Latin America and MEA.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global hair care market has also been forecasted for the period 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The global hair care market is highly fragmented with many hair care market players operating worldwide. Some hair care market players operating on a local level while other players operating on a regional and global level. The manufacturers of hair care produce different types of hair care products for different hair and with different ingredients.

However, the competition in the global hair care market is dominated by few hair care market players. Further, key players of the hair care market are L’Oréal S.A., Unilever, Procter & Gamble Company (P&G), The Estée Lauder Companies Inc. are also profiled with their financial information and respective business strategies

Country Coverage

North America

Europe

Asia Pacific

Latin America

MEA

Company Coverage

L'Oréal S.A.

Unilever

Procter & Gamble Company (P&G)

The Estée Lauder Companies Inc.

Executive Summary

Hair is probably one of the first important things people notice about others when meeting them for the first time. Beautiful, shiny and manageable hair always leaves a good impression. Therefore, hair care plays an important role in having healthy hair and for maintaining clean and attractive appearance. Hair care refers to the term involving all the things people do to keep their hair clean, healthy-looking and attractive. The care of human hair differs from person to person depending on their gender, culture and physical characteristics of one's hair. Hair care also involves cleaning of dirt particles and dead cells and prevent matting.

The main purpose of hair care is to have better hair growth, nourish the hair, problem-free scalp, reduce hair damage and avoid dandruff. There are some effective tips for healthy hair, which are: regular trimming of hair, use appropriate shampoo, eat healthy, reduce stress and nourish scalp.

Hair care has a long history with the continuous adoption of effective hair care products

for clean and healthy looking hair and a shift from artificial chemical based hair care products to natural hair care products. The hair care market can be segmented on the basis of type, product and distribution channel.

The global hair care market has increased at a significant CAGR during the years 2013-2017 and projections are made that the market would rise in the next four years i.e. 2018-2022 tremendously. The hair care market is expected to increase due to rising purchasing power, surging urban population, aging population, growing millennial population and retail spending, increasing annual expenditure on hair care products, etc. Yet the market faces some challenges such as threat from counterfeit hair care products, involvement of hazardous chemicals, lack of awareness, etc.

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Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Personal Care: An Overview
  2.1.1 Types of Personal Care
2.2 Hair Care: An Overview
  2.2.1 Purpose of Hair Care
  2.2.2 Tips for Hair Care
  2.2.3 Advantages and Disadvantages of Hair Care Treatment
2.3 Hair Care Segmentation: An Overview
  2.3.1 Hair Care Segmentation by Type
  2.3.2 Hair Care Segmentation by Product
  2.3.3 Hair Care Segmentation by Distribution Channel

3. GLOBAL MARKET ANALYSIS

3.1 Global Beauty and Personal Care Market: An Analysis
  3.1.1 Global Beauty and Personal Care Market by Value
  3.1.2 Global Beauty and Personal Care Market by Segments (Body Care, Hair Care, Colour Cosmetics, Men's Grooming, Fragrances, Oral Care and Baby Products)
3.2 Global Hair Care Market: An Analysis
  3.2.1 Global Hair Care Market by Value
  3.2.2 Global Hair Care Market by Product (Shampoos, Conditioners, Hair Color, Hair Oil and Hair Styling Products)
  3.2.3 Global Hair Care Market by Distribution Channel (Supermarkets & Hypermarkets, Online Retailers, Specialty Stores, Convenience Stores and Others)
  3.2.4 Global Hair Care Market by Region (North America, Europe, Asia Pacific, Latin America and MEA)
3.3 Global Hair Care Market: Product Analysis
  3.3.1 Global Shampoo Market by Value
  3.3.2 Global Conditioner Market by Value
  3.3.3 Global Hair Color Market by Value
  3.3.4 Global Hair Oil Market by Value
  3.3.5 Global Hair Styling Products Market by Value
3.4 Global Hair Care Market: Distribution Channel Analysis
  3.4.1 Global Supermarkets & Hypermarkets Hair Care Market by Value

3.4.2 Global Online Retailers Hair Care Market by Value
3.4.3 Global Specialty Stores Hair Care Market by Value
3.4.4 Global Convenience Stores Hair Care Market by Value
3.4.5 Global Others Hair Care Market by Value

4. REGIONAL MARKET ANALYSIS

4.1 North America Hair Care Market: An Analysis
4.1.1 North America Hair Care Market by Value
4.1.2 North America Hair Care Market by Region (The US, Canada and Other)
4.2 North America Hair Care Market: Regional Analysis
4.2.1 The US Hair Care Market by Value
4.2.2 The US Hair Care Market by Product (Shampoo, Conditioner, Hair Styling Product, Hair Color and Hair Oil)
4.2.3 The US Shampoo Market by Value
4.2.4 The US Conditioner Market by Value
4.2.5 The US Hair Color Market by Value
4.2.6 The US Hair Oil Market by Value
4.2.7 The US Hair Styling Products Market by Value
4.2.8 Canada Hair Care Market by Value
4.3 Europe Hair Care Market: An Analysis
4.3.1 Europe Hair Care Market by Value
4.3.2 Europe Hair Care Market by Region (Germany, UK and Others)
4.4 Europe Hair Care Market: Regional Analysis
4.4.1 Germany Hair Care Market by Value
4.4.2 UK Hair Care Market by Value
4.5 Asia Pacific Hair Care Market: An Analysis
4.5.1 Asia Pacific Hair Care Market by Value
4.5.2 Asia Pacific Hair Care Market by Region (China, Japan, India and Others)
4.6 Asia Pacific Hair Care Market: Regional Analysis
4.6.1 China Hair Care Market by Value
4.6.2 Japan Hair Care Market by Value
4.6.3 India Hair Care Market by Value
4.7 Latin America Hair Care Market: An Analysis
4.7.1 Latin America Hair Care Market by Value
4.8 MEA Hair Care Market: An Analysis
4.8.1 MEA Hair Care Market by Value

5. MARKET DYNAMICS

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5.1 Growth Driver
5.1.1 Rising Purchasing Power
5.1.2 Surging Urban Population
5.1.3 Aging Population
5.1.4 Growing Millennial Population and Retail Spending
5.1.5 Increasing Middle Class Population and Spending
5.1.6 Increasing Annual Expenditure on Hair Care Products
5.1.7 Soaring Number of Hairdressers and Cosmetologists
5.2 Challenges
5.2.1 Threat from Counterfeit Hair Care Products
5.2.2 Involvement of Hazardous Chemicals
5.2.3 Lack of Awareness
5.3 Market Trends
5.3.1 Escalating Retail E-commerce Sales
5.3.2 Increasing Demand for Professional Hair Care Products
5.3.3 Surge in Intelligent Advertising Campaigns
5.3.4 Growing Popularity for Natural and Herbal Hair Care Products

6. COMPETITIVE LANDSCAPE

6.1 Global Hair Care Market Players: A Financial Comparison
6.2 Global Hair Care Market Players by E-commerce Penetration
6.3 Global Hair Care Market Players by Social Media Presence

7. COMPANY PROFILES

7.1 L'Oréal S.A.
7.1.1 Business Overview
7.1.2 Financial Overview
7.1.3 Business Strategy
7.2 Unilever
7.2.1 Business Overview
7.2.2 Financial Overview
7.2.3 Business Strategy
7.3 Procter & Gamble Company (P&G)
7.3.1 Business Overview
7.3.2 Financial Overview
7.3.3 Business Strategy

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7.4 The Estée Lauder Companies Inc.
7.4.1 Business Overview
7.4.2 Financial Overview
7.4.3 Business Strategy

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List Of Figures

LIST OF FIGURES

Figure 1: Types of Personal Care
Figure 2: Purpose of Hair Care
Figure 3: Tips for Hair Care
Figure 4: Advantages and Disadvantages of Hair Care Treatment
Figure 5: Hair Care Segmentation by Type
Figure 6: Hair Care Segmentation by product
Figure 7: Hair Care Segmentation by Distribution Channel
Figure 8: Global Beauty and Personal Care Market by Value; 2017-2022 (US$ Billion)
Figure 9: Global Beauty and Personal Care Market by Segments; 2017 (Percentage, %)
Figure 10: Global Hair Care Market by Value; 2013-2017 (US$ Billion)
Figure 11: Global Hair Care Market by Value; 2018-2022 (US$ Billion)
Figure 12: Global Hair Care Market by Product; 2017 (Percentage, %)
Figure 13: Global Hair Care Market by Distribution Channel; 2017 (Percentage, %)
Figure 14: Global Hair Care Market by Region; 2017 (Percentage, %)
Figure 15: Global Shampoo Market by Value; 2016-2017 (US$ Billion)
Figure 16: Global Shampoo Market by Value; 2018-2022 (US$ Billion)
Figure 17: Global Conditioner Market by Value; 2016-2017 (US$ Billion)
Figure 18: Global Conditioner Market by Value; 2018-2022 (US$ Billion)
Figure 19: Global Hair Color Market by Value; 2016-2017 (US$ Billion)
Figure 20: Global Hair Color Market by Value; 2018-2022 (US$ Billion)
Figure 21: Global Hair Oil Market by Value; 2016-2017 (US$ Billion)
Figure 22: Global Hair Oil Market by Value; 2018-2022 (US$ Billion)
Figure 23: Global Hair Styling Products Market by Value; 2016-2017 (US$ Billion)
Figure 24: Global Hair Styling Products Market by Value; 2018-2022 (US$ Billion)
Figure 25: Global Supermarkets & Hypermarkets Hair Care Market by Value; 2017-2022 (US$ Billion)
Figure 26: Global Online Retailers Hair Care Market by Value; 2017-2022 (US$ Billion)
Figure 27: Global Specialty Stores Hair Care Market by Value; 2017-2022 (US$ Billion)
Figure 28: Global Convenience Stores Hair Care Market by Value; 2017-2022 (US$ Billion)
Figure 29: Global Others Hair Care Market by Value; 2017-2022 (US$ Billion)
Figure 30: North America Hair Care Market by Value; 2016-2017 (US$ Billion)
Figure 31: North America Hair Care Market by Value; 2018-2022 (US$ Billion)
Figure 32: North America Hair Care Market by Region; 2017 (Percentage, %)
Figure 33: The US Hair Care Market by Value; 2016-2017 (US$ Billion)

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Figure 34: The US Hair Care Market by Value; 2018-2022 (US$ Billion)
Figure 35: The US Hair Care Market by Product; 2017 (Percentage, %)
Figure 36: The US Shampoo Market by Value; 2016-2017 (US$ Billion)
Figure 37: The US Shampoo Market by Value; 2018-2022 (US$ Billion)
Figure 38: The US Conditioner Market by Value; 2016-2017 (US$ Billion)
Figure 39: The US Conditioner Market by Value; 2018-2022 (US$ Billion)
Figure 40: The US Hair Color Market by Value; 2016-2017 (US$ Billion)
Figure 41: The US Hair Color Market by Value; 2018-2022 (US$ Billion)
Figure 42: The US Hair Oil Market by Value; 2016-2017 (US$ Billion)
Figure 43: The US Hair Oil Market by Value; 2018-2022 (US$ Billion)
Figure 44: The US Hair Styling Products Market by Value; 2016-2017 (US$ Billion)
Figure 45: The US Hair Styling Products Market by Value; 2018-2022 (US$ Billion)
Figure 46: Canada Hair Care Market by Value; 2016-2017 (US$ Billion)
Figure 47: Canada Hair Care Market by Value; 2018-2022 (US$ Billion)
Figure 48: Europe Hair Care Market by Value; 2016-2017 (US$ Billion)
Figure 49: Europe Hair Care Market by Value; 2018-2022 (US$ Billion)
Figure 50: Europe Hair Care Market by Region; 2017 (Percentage, %)
Figure 51: Germany Hair Care Market by Value; 2016-2017 (US$ Billion)
Figure 52: Germany Hair Care Market by Value; 2018-2022 (US$ Billion)
Figure 53: UK Hair Care Market by Value; 2016-2017 (US$ Billion)
Figure 54: UK Hair Care Market by Value; 2018-2022 (US$ Billion)
Figure 55: Asia Pacific Hair Care Market by Value; 2016-2017 (US$ Billion)
Figure 56: Asia Pacific Hair Care Market by Value; 2018-2022 (US$ Billion)
Figure 57: Asia Pacific Hair Care Market by Region; 2017 (Percentage, %)
Figure 58: China Hair Care Market by Value; 2016-2017 (US$ Billion)
Figure 59: China Hair Care Market by Value; 2018-2022 (US$ Billion)
Figure 60: Japan Hair Care Market by Value; 2016-2017 (US$ Billion)
Figure 61: Japan Hair Care Market by Value; 2018-2022 (US$ Billion)
Figure 62: India Hair Care Market by Value; 2016-2017 (US$ Billion)
Figure 63: India Hair Care Market by Value; 2018-2022 (US$ Billion)
Figure 64: Latin America Hair Care Market by Value; 2016-2017 (US$ Billion)
Figure 65: Latin America Hair Care Market by Value; 2018-2022 (US$ Billion)
Figure 66: MEA Hair Care Market by Value; 2016-2017 (US$ Billion)
Figure 67: MEA Hair Care Market by Value; 2018-2022 (US$ Billion)
Figure 68: Global GDP in PPP Terms; 2000-2020 (US$ Trillion)
Figure 69: Global Urbanization Rates by Region; 2010-2040 (Percentage, %)
Figure 70: Global Aging Population by Gender; 2011-2017 (Million)
Figure 71: Global Youth Population; 2000-2025 (Million)
Figure 72: The US Millennial Retail Spending; 2013-2020 (Percentage, %)

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Figure 73: Global Middle Class Population; 2016-2028 (Million)
Figure 74: Global Middle Class Spending; 2016-2030 (US$ Trillion)
Figure 75: The US Average Annual Expenditure on Hair Care Products; 2012-2017 (US$ Per Consumer Unit)
Figure 76: Global Number of Hairdressers and Cosmetologists; 2015-2022 (Thousand)
Figure 77: Global Retail E-commerce Sales; 2014-2020 (US$ Trillion)
Figure 78: Global Professional Hair Care Market; 2017-2024 (US$ Billion)
Figure 79: Global Spending on Digital Advertising; 2017-2022 (US$ Billion)
Figure 80: Global Hair Care Market Players by E-commerce Penetration; 2018 (Percentage, %)
Figure 81: L'Oréal S.A. Sales; 2013-2017 (US$ Billion)
Figure 82: L'Oréal S.A. Sales by Segments; 2017 (Percentage, %)
Figure 83: L'Oréal S.A. Sales by Region; 2017 (Percentage, %)
Figure 84: Unilever Turnover; 2013-2017 (US$ Billion)
Figure 85: Unilever Turnover by Segments; 2017 (Percentage, %)
Figure 86: Unilever Turnover by Region; 2017 (Percentage, %)
Figure 87: Procter & Gamble Company (P&G) Net Sales; 2014-2018 (US$ Billion)
Figure 88: Procter & Gamble Company (P&G) Net Sales by Segments; 2018 (Percentage, %)
Figure 89: Procter & Gamble Company (P&G) Net Sales by Region; 2018 (Percentage, %)
Figure 90: The Estée Lauder Companies Inc. Net Sales; 2013-2017 (US$ Billion)
Figure 91: The Estée Lauder Companies Inc. Net Sales by Segments; 2017(Percentage, %)
Figure 92: The Estée Lauder Companies Inc. Net Sales by Region; 2017(Percentage, %)

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List Of Tables

LIST OF TABLES

Table 1: Global Hair Care Market Players: A Financial Comparison; 2017/2018
Table 2: Global Hair Care Market Players by Social Media Presence; 2017

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