

The US Dry Shampoo Market: Size, Trends & Forecasts (2017-2021)

<https://marketpublishers.com/r/U6071D3357BEN.html>

Date: April 2017

Pages: 59

Price: US\$ 800.00 (Single User License)

ID: U6071D3357BEN

Abstracts

Scope of the Report

The report titled “The US Dry Shampoo Market: Size, Trends & Forecasts (2017-2021)” provides an analysis of the US dry shampoo market with comprehensive analysis of market sizing and growth. The analysis includes market by value, by penetration rate and by average monthly searches of dry shampoo by the US population.

Furthermore, the report also assesses the key opportunities available in the US market and outline the market dynamics that are and will be accountable for growth of the industry. Growth of the US dry shampoo market has also been forecasted for the period 2017-2021, taking into consideration previous growth patterns, growth drivers and the existing and forthcoming trends.

The competition in the US dry shampoo market is stiff and is dominated by few major players such as Church & Dwight (Batiste), L’Oreal, Proctor & Gamble and Unilever, whose business profiling has been done in this report, which include their business overview, financial overview and respective business strategies.

Company Coverage

Church & Dwight (Batiste)

L’Oreal

Proctor & Gamble

Unilever

Executive Summary

US dry shampoo market has shown upward trends over the past few years in the region and is projected to grow further in the forecasted period i.e. 2017 to 2021. Major factors contributing in the growth of the market are innovation in hair care products, rising haircare spending by the US population, changing fashion trends, etc.

In the forecasted period, the market will be pushed by research and development by consumer goods manufacturers, growth in e-commerce industry, rising men's grooming industry, etc. Yet the market is facing some challenges, such as severe side-effects, shifting towards natural hair cleansing, unawareness among users, etc.

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