

# **Hair Care Products Market: Segmented by Product Type (Shampoo, Oil, Conditioner, Hair loss treatment Products, Hair Styling Products, Perms and Relaxants and others): By Distribution Channel (Supermarkets, Convenience store, Specialty Stores, drug stores): Global Analysis by Market size, share & trends for 2020-2021 and forecasts to 2031**

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## **Abstracts**

[172+ Pages Research Report] Hair Care Products Market to surpass USD 13459.8 million by 2031 from USD 9377.8 million in 2021 at a CAGR of 3.68% within the coming years, i.e., 2021-31.

### Product overview

Hair care product contains chemical and few of them contain organic ingredients, is product which treats and repair the hair or protects the hair them from damage. The cosmetic industry is soaring with every passing year. People are becoming more aware of numerous sorts of products available in the market to treat their skin and body with care and nurture it with minerals and vitamins. One such product type is hair care products. Increase in global warming, increasing pollution, and many other such factors are causing hair damages, and this is contributing to the demand for hair care products to provide them with additional care so to repair them from damage.

### Market Highlights

The Hair Care Products Market is predicted to project a notable CAGR of 3.68% in 2031.

Increased use of shampoo, hair oil, and hair masks will fuel industry growth over the

next ten years. Increased global infrastructure spending is expected to drive demand over the forecast period. In addition to industry growth, Hair Care Products Market penetration is expected to rise above the forecast level. On the other hand, increasing Investment by the major players in new environmentally friendly techniques to produce hair care products will create more opportunities that will result in the growth of the Hair Care Products Market over the forecast period.

#### Recent News and Development:

Big hair care products manufacturing companies merged to launch new brands with a new specification of formulation of different companies to gain customers.

#### Hair Care Products Market: Segments

Hair Shampoo segment to grow with the highest CAGR during 2021-2031

Hair Care Products Market is segmented by product Shampoo, Oil, Conditioner, Hair loss treatment Products, Hair Styling Products, Perms and Relaxants, and others. The shampoo segment is estimated to hold a major share due to possession of various hair enrichment content such as vitamins, minerals, oils, botanical extracts, and others, which aids to stimulating the hair from scalp follicles. These components drive the increment of the Hair Care Products Market.

supermarkets segment to grow with the highest CSGR during 2021-2031

Depending on the distribution channel, the market is segmented into supermarkets, online stores, specialty stores, and others. The supermarket sector is estimated to hold a major sector in the distribution channel of hair care products market. This is because of the availability of a large range of goods under a single roof, reducing the need to search in multiple stores.

#### Hair Care Products Market: Market Dynamics

##### Drivers

#### Increase Demand for Protective and Damage-Repair

The increase in global warming and pollution is causing hair damage and also the busy schedule of people doesn't let them take care of their hair. This has caused demand for easily applicable hair care products that care nourish and protect hair from further damage. These components are estimated to drive the demand for CBD skincare products in the forecast period.

## Increased Innovation

The big companies are trying to formulate that provides professional ready looking hair which of course is increasing the market demand for professional hair care products. Multi-purpose hair care products are in fashion these days as they many applications at a single product. All these factors drive the market of haircare products.

## Restraints

### Chemical Based Product

Despite the production of a haircare product, chemical-based products are somehow harmful. They are not only harmful of an individual but also harmful to nature. The world is shifting to organic-based goods and also, natural hair care products are in high demand which is benefiting Ayurveda companies but is restraint for companies with chemical-based hair care products.

## Effects of COVID19 in the Hair Care Products Market

The growth graph of the Hair Care Products market is hit by the outbreak of COVID 19 and it has affected the market in many ways. A market can be affected in various ways and they are mainly financially decreased demand, and then mismanagement in distribution channels. Due to the lockdown, the industries faced a severe downfall in demand. Due to the pandemic, many businesses shut down their business. Amid the pandemic, Haircare products market showed a moderate effect.

## Hair Care Products Market: Key Players

Loreal S.A

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Coty Inc.

Henkel AG & Co. KGaA

Unilever PLC

The Procter & Gamble Company

Revlon Inc.

Kao Corporation

Natura & Co.

Johnson & Johnson

Endoca LLC

Aveda Corporation

Other prominent players

Hair Care Products Market: Regions

Hair Care Products Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, and the Middle East, and Africa. North America dominates the Hair Care Products Market owing to the increased demand hair care products from that particular region. Asia Pacific region is expected to grow and emerge as the global leader.

Hair Care Products Market is further segmented by region into:

North America Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-United States and Canada

Latin America Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-Mexico, Argentina, Brazil, and Rest of Latin America

Europe market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR- United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia and Rest of APAC

Middle East and Africa Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa and Rest of MENA

Hair Care Products Market report also contains analysis on:

Hair Care Products Market Segments:

By Product

Shampoo

Conditioner

Hair loss treatment Products

Hair Styling Products

Perms and Relaxants

Others

By Distribution channel

Supermarkets

Convenience store

Specialty Stores

drug stores

Others

Hair Care Products Market Dynamics

Hair Care Products Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value chain of the Market

Market Drivers and Restraints

Hair Care Products Market Report Scope and Segmentation

Report Attribute Details

Market size value in 2021 USD 9377.8 million

Revenue forecast in 2031 USD 13459.8 million

Growth Rate CAGR of 3.68% from 2021 to 2031

Base year for estimation 2021

Quantitative units Revenue in USD million and CAGR from 2021 to 2031

Report coverage Revenue forecast, company ranking, competitive landscape, growth factors, and trends

Segments covered Product, Distribution Channel, and Region

Region scope North America; Europe; Asia Pacific; Latin America; Middle East & Africa (MEA)

Key companies profiled Coty Inc., Henkel AG & Co., Unilever PLC, The Procter & Gamble Company, Revlon Inc., Kao Corporation, Natura & Co., Johnson & Johnson, Endoca LLC, Aveda Corporation

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**\*\*The above given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.**



## I would like to order

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