

Global Hair Serum Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Hair Serum market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Hair serum is a hair care product used for dry and frizzy hair, usually after shampooing the hair. This product is gaining popularity in the market with both the genders using it conjointly. The constant advertisements in media and beauty salons have familiarized their serum in the global market. It is suggested that in order to provide excellent results by the product, the right hair serum should be bought based on the consumer's hair type. This product is available in liquid form and has a thicker consistency. The chemical ingredients present in this hair care product include silicone, ceramides and other amino acids. The silicone acts as a sparkling ingredient that adds an extra shine to the hair along with it having properties of smoothness and frizz free characteristics.

Increasing importance of vitamin and mineral fortified hair serums will be a key driver for market growth. Global warming has brought about a rise in temperature all across the globe. As such, harmful UV rays have become successful in gaining the limelight in the global cosmetics market at large, mostly because excessive exposure to UV rays might result in multiple skin and hair issues. For instance, UV rays tend to weaken hair follicles, which makes hair dry and results in hair fall and thinning of hair. The rising concerns related to such hair issues have been a driving force behind the increasing sales of hair serums, as these products claim to help in enriching the health and quality of hair. In line with this, the adoption of vitamin and mineral fortified hair serum products is increasing rapidly, as these are considered to promote healthy hair growth. Iron and zinc are the two elements that promote healthy hair growth.

The Global Info Research report includes an overview of the development of the Hair Serum industry chain, the market status of Hypermarkets and Supermarkets (Hair Styling Serum, Hair Treatment Serum), Department Stores (Hair Styling Serum, Hair Treatment Serum), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Hair Serum.

Regionally, the report analyzes the Hair Serum markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Hair Serum market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Hair Serum market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Hair Serum industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Hair Styling Serum, Hair Treatment Serum).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Hair Serum market.

Regional Analysis: The report involves examining the Hair Serum market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Hair Serum market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Hair Serum:

Company Analysis: Report covers individual Hair Serum manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Hair Serum. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Hypermarkets and Supermarkets, Department Stores).

Technology Analysis: Report covers specific technologies relevant to Hair Serum. It assesses the current state, advancements, and potential future developments in Hair Serum areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Hair Serum market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Hair Serum market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Hair Styling Serum

Hair Treatment Serum

Market segment by Application

Hypermarkets and Supermarkets

Department Stores

Specialty Retailers

Pharmacy and Drugstores

Major players covered

Henkel

Kao

L'Oréal

P&G

Unilever

Amka Products

Avon

Fantasia

Giovanni Cosmetics

Mirta de Perales

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Hair Serum product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Hair Serum, with price, sales, revenue and global market share of Hair Serum from 2019 to 2024.

Chapter 3, the Hair Serum competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Hair Serum breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Hair Serum market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Hair Serum.

Chapter 14 and 15, to describe Hair Serum sales channel, distributors, customers, research findings and conclusion.

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