

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

<https://marketpublishers.com/r/G73C662C3D8EN.html>

Date: July 2024

Pages: 91

Price: US\$ 3,480.00 (Single User License)

ID: G73C662C3D8EN

Abstracts

According to our (Global Info Research) latest study, the global Hair Shampoo 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 shampoos include those that are developed to address particular hair issues like split ends, dry hair, and frizzy hair. The need for healthy, lustrous, and well-groomed hair influences the purchasing decision of most consumers. In 2014, Herbal Essence launched its Herbal Essences Naked Volume Collection, which consists of shampoo, conditioner, dry shampoo, leave-in conditioner, and hairspray.

The total size of the global beauty industry in 2022 was about US\$ 427 billion, with the sales of skin care products was about US\$ 190 billion, perfumes US\$ 70 billion, color cosmetics US\$ 80 billion, hair care products US\$ 90 billion. Head beauty and personal care companies are concentrated in Europe and the United States. More than one-third of the top 100 companies are headquartered in the United States, and 22.9% of the companies are located in France.

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

Regionally, the report analyzes the Hair Shampoo 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 Shampoo market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Hair Shampoo 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 Shampoo 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., Health, Anti-Dandruff).

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 Shampoo market.

Regional Analysis: The report involves examining the Hair Shampoo 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 Shampoo 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 Shampoo:

Company Analysis: Report covers individual Hair Shampoo 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 Shampoo 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 Shampoo. It assesses the current state, advancements, and potential future developments in Hair Shampoo areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Hair Shampoo 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 Shampoo 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

Health

Anti-Dandruff

Herbal

Market segment by Application

Hypermarkets and Supermarkets

Department Stores

Specialty Retailers

Major players covered

Henkel

Kao

L'Oréal

P&G

Unilever

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 Shampoo product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Hair Shampoo 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 Shampoo 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 Shampoo.

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

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