

Global Hair Volumizing Spray Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Hair Volumizing Spray market size was valued at US\$ 1461 million in 2025 and is forecast to a readjusted size of US\$ 2024 million by 2032 with a CAGR of 4.8% during review period.

Hair volumizing spray refers to a category of leave-on hair styling cosmetic products applied to the hair lengths and root area through aerosol, pump, continuous-mist or targeted spray delivery systems. These products use film-forming polymers, lightweight absorbent powders, texturizing salts or sugars, conditioning agents, heat-protection ingredients and fragrance systems to create root lift, visible fullness, airy texture, flexible hold, oil-control refreshment and blowout support. This study focuses on spray-format products whose primary claims are volume, fullness, root lift, texture enhancement and flat-hair improvement, including aerosol volumizing sprays, root-lift sprays, dry volume and texture sprays, pre-blowout volumizing sprays and targeted root booster sprays for fine, flat, oily or second-day hair and professional salon styling.

Based on our research, hair volumizing spray should be treated as a functional sub-segment within hair styling rather than a simple extension of traditional hairspray. While conventional hairsprays are primarily designed to lock a finished style in place, volumizing sprays focus on visible fullness, root lift, airy texture, oil-control refreshment and lightweight styling support. This distinction matters for market sizing, because many products marketed as dry texture sprays, root boosters, thickening sprays or blowout sprays serve the same consumer need even if they are not labelled ?volumizing spray? on the front of pack. The narrow market definition used in this study therefore includes spray products whose primary function is volume, lift, fullness or texture, while excluding pure hold sprays, regular shampoos, hair-growth tonics, color sprays and non-spray

volumizing powders from the revenue model.

Demand is being driven by fine-hair and flat-hair consumers, oily scalp and second-day refresh routines, salon blowout replication at home, and social-media-led grooming occasions. North America and Europe remain the most developed markets for premium dry texture and root-lift sprays, while Japan and South Korea emphasize natural, lightweight daily styling. China is growing through localized consumer language such as oil-control volume, dry shampoo volume, ?fluff water? and instant root lift. However, China?s brand and manufacturing base remains more fragmented, and official product and financial disclosure is weaker than in Western and Japanese markets. This is why the broad longlist is larger than the core formal list.

From a product and technology perspective, the category is shifting away from stiff, high-residue, high-VOC hairspray formulas toward flexible polymers, invisible powders, softer spray valves, heat-activated root support, multifunctional thickening claims and more sustainable spray systems. Aerosols remain important because they provide rapid drying, even distribution and strong sensory performance, but regulatory pressure and logistics constraints are encouraging pump sprays, continuous mists, bag-on-valve systems and hybrid texture formulas. Future competition will therefore depend not only on brand equity but also on formulation quality, residue control, scent profile, nozzle performance, VOC compliance and the ability to combine volume with heat protection, scalp comfort and natural movement.

This report is a detailed and comprehensive analysis for global Hair Volumizing Spray market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sale Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Hair Volumizing Spray market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Hair Volumizing Spray market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Hair Volumizing Spray market size and forecasts, by Type and by Sale Channel, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Hair Volumizing Spray market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries

- To assess the growth potential for Hair Volumizing Spray

- To forecast future growth in each product and end-use market

- To assess competitive factors affecting the marketplace

This report profiles key players in the global Hair Volumizing Spray market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include The Procter & Gamble Company, Unilever PLC, L'Oréal Groupe, Henkel AG & Co. KGaA, Kenvue Inc., The Estée Lauder Companies Inc., Kao Corporation, Wella Company, Fareva, kdc/one, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Hair Volumizing Spray market is split by Type and by Sale Channel. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sale Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Root Lift Spray

Texturizing Volume Spray

Other

Market segment by Delivery Format

Aerosol Spray

Pump Spray

Bag-on-Valve Spray

Other Spray Format

Market segment by Formulation System

Polymer-Based System

Powder Absorbent System

Other

Market segment by Sale Channel

Online Sales

Offline Sales

Major players covered

The Procter & Gamble Company

Unilever PLC

L'Oréal Groupe

Henkel AG & Co. KGaA

Kenvue Inc.

The Estée Lauder Companies Inc.

Kao Corporation

Wella Company

Fareva

kdc/one

Helen of Troy Limited

American Spraytech LLC

Moroccanoil, Inc.

John Paul Mitchell Systems

Living Proof, Inc.

Color Wow

Ouai

IGK Hair

amika

Not Your Mother's

Verb Products

KEVIN.MURPHY

Oway

Maria Nila

Above Aerosol Labs

ASM Aerosol-Service AG

Qyonz

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 Volumizing Spray product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Hair Volumizing Spray, with price, sales quantity, revenue, and global market share of Hair Volumizing Spray from 2021 to 2026.

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

Chapter 4, the Hair Volumizing Spray breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Sale Channel, with sales market share and growth rate by Type, by Sale Channel, from 2021 to 2032.

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 2021 to 2026. and Hair Volumizing Spray market forecast, by regions, by Type, and by Sale Channel, with sales and revenue, from 2027 to 2032.

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 Volumizing Spray.

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

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