

Global Men's Hair Care Products Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Men's Hair Care Products market size is expected to reach \$ 3413 million by 2032, rising at a market growth of 9.5% CAGR during the forecast period (2026-2032).

In 2025, global Men's Hair Care Products production reached approximately 70.26 million units, with an average global market price of around US\$25 per unit.

Men's hair care products are specifically designed for men, addressing different hair and scalp needs, including oil control, dandruff removal, hair loss prevention, nourishment, strengthening hair roots, and styling. Common products include shampoos, conditioners, hair masks, serums, scalp sprays, and styling products such as waxes and gels. Formulations for men often emphasize effective cleansing, deep nourishment, and scalp environment improvement, with active ingredients targeting male hormone-related hair loss, such as caffeine, hair growth peptides, or saw palmetto extract. The market focuses not only on functionality but also on fragrance, user experience, and packaging design to enhance brand recognition and consumer loyalty.

The upstream of men's hair care products includes active ingredient suppliers (e.g., caffeine, amino acids, plant extracts), surfactant and emulsifier manufacturers, fragrance suppliers, packaging material providers (bottles, pumps, labels), and formulation R&D companies. Representative upstream companies include Covestro (plastic bottles and packaging), BASF (functional chemical ingredients), Givaudan (fragrances), and DSM (active hair care ingredients). Downstream users comprise personal care brands, supermarket chains, drugstores, e-commerce platforms, and barbershops/salons. Typical downstream companies include P&G, Unilever, Shiseido, L'Oréal Men Expert, and Head & Shoulders Men. The full value chain extends from raw material supply ? formulation R&D ? manufacturing ? brand management ? downstream

sales channels.

The men's hair care product market has continued to grow, driven by increasing male attention to personal appearance, rising demand for functional hair care, and widespread adoption of healthy lifestyle concepts. Mid-to-low-end products primarily address basic cleansing and dandruff/oil control needs, while high-end functional products target specific concerns such as hair loss prevention, strengthening, nourishment, and essential oil treatments, catering to a trend of precise hair care. Innovations in technology and formulations using natural ingredients, silicone-free, and plant extracts have enhanced product differentiation. Market drivers include growing male hair care awareness, development of barbershops and e-commerce channels, product innovation, brand marketing, and multi-channel promotion. Adverse factors include raw material price fluctuations, intense low-end competition, fragmented consumer brand loyalty, and regulatory limitations on functional claims. Overall, the men's hair care product market shows steady expansion, with strong growth potential in high-end and functional product segments.

This report studies the global Men's Hair Care Products production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Men's Hair Care Products and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Men's Hair Care Products that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Men's Hair Care Products total production and demand, 2021-2032, (K Units)

Global Men's Hair Care Products total production value, 2021-2032, (USD Million)

Global Men's Hair Care Products production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Men's Hair Care Products consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Men's Hair Care Products domestic production, consumption, key domestic manufacturers and share

Global Men's Hair Care Products production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Men's Hair Care Products production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Men's Hair Care Products production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Men's Hair Care Products market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Libby Laboratories, Head & Shoulders, Pantene, Herbal Essences, L'Oreal, Unilever, Procter & Gamble, Clear, Henkel, Sassoon, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Men's Hair Care Products market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Men's Hair Care Products Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Men's Hair Care Products Market, Segmentation by Type:

Shampoo

Hair Conditioner

Others

Global Men's Hair Care Products Market, Segmentation by Texture:

Oil-based

Water-based

Global Men's Hair Care Products Market, Segmentation by Forms:

Spray

Cream

Foam

Global Men's Hair Care Products Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

Libby Laboratories

Head & Shoulders

Pantene

Herbal Essences

L'Oreal

Unilever

Procter & Gamble

Clear

Henkel

Sassoon

Pierre Fabre

Davines

Straand

SHISEIDO

Kao

Key Questions Answered:

1. How big is the global Men's Hair Care Products market?
2. What is the demand of the global Men's Hair Care Products market?
3. What is the year over year growth of the global Men's Hair Care Products market?
4. What is the production and production value of the global Men's Hair Care Products market?
5. Who are the key producers in the global Men's Hair Care Products market?
6. What are the growth factors driving the market demand?

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