

# Global Natural Hair Care Product Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G8255FC15ED0EN.html>

Date: June 2026

Pages: 138

Price: US\$ 4,480.00 (Single User License)

ID: G8255FC15ED0EN

## Abstracts

The global Natural Hair Care Product market size is expected to reach \$ 12689 million by 2032, rising at a market growth of 6.1% CAGR during the forecast period (2026-2032).

Natural Hair Care Products are personal care formulations derived primarily from plant-based, mineral-based, and naturally sourced ingredients designed to cleanse, nourish, strengthen, and protect hair while minimizing synthetic chemicals such as sulfates, parabens, and silicones.

The Natural Hair Care Product industry chain begins upstream with agricultural suppliers and botanical extract producers providing raw materials such as herbs, essential oils, plant proteins, and natural surfactants, continues midstream with cosmetic manufacturers engaged in formulation, blending, testing, and packaging of shampoos, conditioners, oils, and treatment products under natural and organic standards, and extends downstream to retail distributors, e-commerce platforms, salons, spas, and personal care service providers who deliver finished products to individual consumers, driven by rising demand for clean beauty, sustainability, and chemical-free personal care solutions across global markets and diverse demographic segments.

Projects under construction and planned in the Natural Hair Care Product market include expansion of organic cosmetic manufacturing facilities in Europe and Asia, establishment of vertically integrated botanical farms supplying raw materials, investment in green extraction and bio-processing plants, development of large-scale vegan and cruelty-free certified production lines, digitalization of cosmetic R&D centers focusing on personalized hair care formulations, and global expansion of clean beauty

brands through e-commerce platforms and retail partnerships, all aimed at meeting rising consumer demand for sustainable, chemical-free, and environmentally responsible hair care solutions across both developed and emerging markets worldwide.

2025 Global Market Average Gross Profit Margin: 35%.

The Natural Hair Care Product market is experiencing strong growth driven by increasing consumer awareness of ingredient safety, sustainability, and long-term scalp health. Demand is shifting away from synthetic chemical-based products toward plant-derived, organic, and clean-label formulations. Younger consumers in particular are highly influenced by social media trends promoting natural beauty and wellness lifestyles.

Regionally, Asia-Pacific is the fastest-growing market due to its large population base, traditional use of herbal hair treatments, and expanding middle-class consumption. Europe represents a mature but highly regulated market with strong demand for certified organic and vegan products. North America is characterized by premiumization trends and strong e-commerce penetration, while Latin America and the Middle East are emerging markets with rising adoption of natural personal care products.

Market opportunities include product premiumization, expansion of personalized hair care solutions, innovation in botanical actives, and integration of sustainable packaging and supply chains. The growth of clean beauty retail channels and direct-to-consumer brands is also accelerating market penetration. However, risks include raw material supply instability due to agricultural dependency, higher production costs compared to synthetic alternatives, regulatory complexity in organic certification, and potential greenwashing concerns affecting brand trust.

Key trends in the market include increased demand for sulfate-free, paraben-free, and silicone-free formulations, rising popularity of multifunctional products, and strong growth in herbal and Ayurvedic-inspired hair care lines. Digitalization is enabling personalized product recommendations based on hair type and scalp conditions, while sustainability is driving innovation in biodegradable formulations and zero-waste packaging.

Competitive characteristics of the market are highly fragmented, with a mix of multinational cosmetic corporations and rapidly growing indie clean beauty brands competing on differentiation rather than scale alone. Brand positioning, ingredient

transparency, sustainability credentials, and influencer-driven marketing play a critical role in competitive advantage. Product innovation cycles are fast, and consumer loyalty is highly influenced by perceived authenticity and effectiveness of natural formulations.

This report studies the global Natural Hair Care Product demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Natural Hair Care Product, 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 Natural Hair Care Product that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Natural Hair Care Product total market, 2021-2032, (USD Million)

Global Natural Hair Care Product total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Natural Hair Care Product total market, key domestic companies, and share, (USD Million)

Global Natural Hair Care Product revenue by player, revenue and market share 2021-2026, (USD Million)

Global Natural Hair Care Product total market by Type, CAGR, 2021-2032, (USD Million)

Global Natural Hair Care Product total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Natural Hair Care Product market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Rahua, Derbe Srl, O'right, Davines, Christophe Robin, Less is More, Phyto, Chagrin Valley, Dr. Seed, Kiwabi, 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 Natural Hair Care Product market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, 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 Natural Hair Care Product Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Natural Hair Care Product Market, Segmentation by Type:

Shampoo

Conditioner

Hair Oil

Others

#### Global Natural Hair Care Product Market, Segmentation by Natural Ingredient Source:

Plant Extract Based Products

Herbal Infusion Products

Protein Based Natural Products

Others

Global Natural Hair Care Product Market, Segmentation by Price Range:

USD 5 ? 15 per 100ml

USD 16 ? 40 per 100ml

Above USD 40 per 100ml

Global Natural Hair Care Product Market, Segmentation by Application:

Moisturizing

Anti-Dandruff

Hair Growth

Repair And Strengthening

Others

Companies Profiled:

Rahua

Derbe Srl

O'right

Davines

Christophe Robin

Less is More

Phyto

Chagrin Valley

Dr. Seed

Kiwabi

Ryo

ATTITUDE

Klorane

Derma

BaWang International

Yunnan Baiyao Group

#### Key Questions Answered

1. How big is the global Natural Hair Care Product market?
2. What is the demand of the global Natural Hair Care Product market?
3. What is the year over year growth of the global Natural Hair Care Product market?
4. What is the total value of the global Natural Hair Care Product market?
5. Who are the Major Players in the global Natural Hair Care Product market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Natural Hair Care Product Introduction
- 1.2 World Natural Hair Care Product Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Natural Hair Care Product Total Market by Region (by Headquarter Location)
  - 1.3.1 World Natural Hair Care Product Market Size by Region (2021-2032), (by Headquarter Location)
  - 1.3.2 United States Based Company Natural Hair Care Product Revenue (2021-2032)
  - 1.3.3 China Based Company Natural Hair Care Product Revenue (2021-2032)
  - 1.3.4 Europe Based Company Natural Hair Care Product Revenue (2021-2032)
  - 1.3.5 Japan Based Company Natural Hair Care Product Revenue (2021-2032)
  - 1.3.6 South Korea Based Company Natural Hair Care Product Revenue (2021-2032)
  - 1.3.7 ASEAN Based Company Natural Hair Care Product Revenue (2021-2032)
  - 1.3.8 India Based Company Natural Hair Care Product Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Natural Hair Care Product Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Natural Hair Care Product Consumption Value (2021-2032)
- 2.2 World Natural Hair Care Product Consumption Value by Region
  - 2.2.1 World Natural Hair Care Product Consumption Value by Region (2021-2026)
  - 2.2.2 World Natural Hair Care Product Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Natural Hair Care Product Consumption Value (2021-2032)
- 2.4 China Natural Hair Care Product Consumption Value (2021-2032)
- 2.5 Europe Natural Hair Care Product Consumption Value (2021-2032)
- 2.6 Japan Natural Hair Care Product Consumption Value (2021-2032)
- 2.7 South Korea Natural Hair Care Product Consumption Value (2021-2032)
- 2.8 ASEAN Natural Hair Care Product Consumption Value (2021-2032)
- 2.9 India Natural Hair Care Product Consumption Value (2021-2032)

### 3 WORLD NATURAL HAIR CARE PRODUCT COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Natural Hair Care Product Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)
  - 3.2.1 Global Natural Hair Care Product Industry Rank of Major Players
  - 3.2.2 Global Concentration Ratios (CR4) for Natural Hair Care Product in 2025
  - 3.2.3 Global Concentration Ratios (CR8) for Natural Hair Care Product in 2025
- 3.3 Natural Hair Care Product Company Evaluation Quadrant
- 3.4 Natural Hair Care Product Market: Overall Company Footprint Analysis
  - 3.4.1 Natural Hair Care Product Market: Region Footprint
  - 3.4.2 Natural Hair Care Product Market: Company Product Type Footprint
  - 3.4.3 Natural Hair Care Product Market: Company Product Application Footprint
- 3.5 Competitive Environment
  - 3.5.1 Historical Structure of the Industry
  - 3.5.2 Barriers of Market Entry
  - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

## **4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)**

- 4.1 United States VS China: Natural Hair Care Product Revenue Comparison (by Headquarter Location)
  - 4.1.1 United States VS China: Natural Hair Care Product Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
  - 4.1.2 United States VS China: Natural Hair Care Product Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Natural Hair Care Product Consumption Value Comparison
  - 4.2.1 United States VS China: Natural Hair Care Product Consumption Value Comparison (2021 & 2025 & 2032)
  - 4.2.2 United States VS China: Natural Hair Care Product Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based Natural Hair Care Product Companies and Market Share, 2021-2026
  - 4.3.1 United States Based Natural Hair Care Product Companies, Headquarters (States, Country)
  - 4.3.2 United States Based Companies Natural Hair Care Product Revenue, (2021-2026)
- 4.4 China Based Companies Natural Hair Care Product Revenue and Market Share, 2021-2026

4.4.1 China Based Natural Hair Care Product Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Natural Hair Care Product Revenue, (2021-2026)

4.5 Rest of World Based Natural Hair Care Product Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Natural Hair Care Product Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Natural Hair Care Product Revenue (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Natural Hair Care Product Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Shampoo

5.2.2 Conditioner

5.2.3 Hair Oil

5.2.4 Others

5.3 Market Segment by Type

5.3.1 World Natural Hair Care Product Market Size by Type (2021-2026)

5.3.2 World Natural Hair Care Product Market Size by Type (2027-2032)

5.3.3 World Natural Hair Care Product Market Size Market Share by Type (2027-2032)

## **6 MARKET ANALYSIS BY NATURAL INGREDIENT SOURCE**

6.1 World Natural Hair Care Product Market Size Overview by Natural Ingredient Source: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Natural Ingredient Source

6.2.1 Plant Extract Based Products

6.2.2 Herbal Infusion Products

6.2.3 Protein Based Natural Products

6.2.4 Others

6.3 Market Segment by Natural Ingredient Source

6.3.1 World Natural Hair Care Product Market Size by Natural Ingredient Source (2021-2026)

6.3.2 World Natural Hair Care Product Market Size by Natural Ingredient Source (2027-2032)

6.3.3 World Natural Hair Care Product Market Size Market Share by Natural Ingredient Source (2027-2032)

## **7 MARKET ANALYSIS BY PRICE RANGE**

7.1 World Natural Hair Care Product Market Size Overview by Price Range: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Price Range

7.2.1 USD 5 ? 15 per 100ml

7.2.2 USD 16 ? 40 per 100ml

7.2.3 Above USD 40 per 100ml

7.3 Market Segment by Price Range

7.3.1 World Natural Hair Care Product Market Size by Price Range (2021-2026)

7.3.2 World Natural Hair Care Product Market Size by Price Range (2027-2032)

7.3.3 World Natural Hair Care Product Market Size Market Share by Price Range (2027-2032)

## **8 MARKET ANALYSIS BY APPLICATION**

8.1 World Natural Hair Care Product Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Moisturizing

8.2.2 Anti-Dandruff

8.2.3 Hair Growth

8.2.4 Repair And Strengthening

8.2.5 Others

8.3 Market Segment by Application

8.3.1 World Natural Hair Care Product Market Size by Application (2021-2026)

8.3.2 World Natural Hair Care Product Market Size by Application (2027-2032)

8.3.3 World Natural Hair Care Product Market Size Market Share by Application (2021-2032)

## **9 COMPANY PROFILES**

9.1 Rahua

9.1.1 Rahua Details

9.1.2 Rahua Major Business

9.1.3 Rahua Natural Hair Care Product Product and Services

9.1.4 Rahua Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026)

- 9.1.5 Rahua Recent Developments/Updates
- 9.1.6 Rahua Competitive Strengths & Weaknesses
- 9.2 Derbe Srl
  - 9.2.1 Derbe Srl Details
  - 9.2.2 Derbe Srl Major Business
  - 9.2.3 Derbe Srl Natural Hair Care Product Product and Services
  - 9.2.4 Derbe Srl Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026)
  - 9.2.5 Derbe Srl Recent Developments/Updates
  - 9.2.6 Derbe Srl Competitive Strengths & Weaknesses
- 9.3 O'right
  - 9.3.1 O'right Details
  - 9.3.2 O'right Major Business
  - 9.3.3 O'right Natural Hair Care Product Product and Services
  - 9.3.4 O'right Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026)
  - 9.3.5 O'right Recent Developments/Updates
  - 9.3.6 O'right Competitive Strengths & Weaknesses
- 9.4 Davines
  - 9.4.1 Davines Details
  - 9.4.2 Davines Major Business
  - 9.4.3 Davines Natural Hair Care Product Product and Services
  - 9.4.4 Davines Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026)
  - 9.4.5 Davines Recent Developments/Updates
  - 9.4.6 Davines Competitive Strengths & Weaknesses
- 9.5 Christophe Robin
  - 9.5.1 Christophe Robin Details
  - 9.5.2 Christophe Robin Major Business
  - 9.5.3 Christophe Robin Natural Hair Care Product Product and Services
  - 9.5.4 Christophe Robin Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026)
  - 9.5.5 Christophe Robin Recent Developments/Updates
  - 9.5.6 Christophe Robin Competitive Strengths & Weaknesses
- 9.6 Less is More
  - 9.6.1 Less is More Details
  - 9.6.2 Less is More Major Business
  - 9.6.3 Less is More Natural Hair Care Product Product and Services
  - 9.6.4 Less is More Natural Hair Care Product Revenue, Gross Margin and Market

Share (2021-2026)

9.6.5 Less is More Recent Developments/Updates

9.6.6 Less is More Competitive Strengths & Weaknesses

9.7 Phyto

9.7.1 Phyto Details

9.7.2 Phyto Major Business

9.7.3 Phyto Natural Hair Care Product Product and Services

9.7.4 Phyto Natural Hair Care Product Revenue, Gross Margin and Market Share  
(2021-2026)

9.7.5 Phyto Recent Developments/Updates

9.7.6 Phyto Competitive Strengths & Weaknesses

9.8 Chagrin Valley

9.8.1 Chagrin Valley Details

9.8.2 Chagrin Valley Major Business

9.8.3 Chagrin Valley Natural Hair Care Product Product and Services

9.8.4 Chagrin Valley Natural Hair Care Product Revenue, Gross Margin and Market  
Share (2021-2026)

9.8.5 Chagrin Valley Recent Developments/Updates

9.8.6 Chagrin Valley Competitive Strengths & Weaknesses

9.9 Dr. Seed

9.9.1 Dr. Seed Details

9.9.2 Dr. Seed Major Business

9.9.3 Dr. Seed Natural Hair Care Product Product and Services

9.9.4 Dr. Seed Natural Hair Care Product Revenue, Gross Margin and Market Share  
(2021-2026)

9.9.5 Dr. Seed Recent Developments/Updates

9.9.6 Dr. Seed Competitive Strengths & Weaknesses

9.10 Kiwabi

9.10.1 Kiwabi Details

9.10.2 Kiwabi Major Business

9.10.3 Kiwabi Natural Hair Care Product Product and Services

9.10.4 Kiwabi Natural Hair Care Product Revenue, Gross Margin and Market Share  
(2021-2026)

9.10.5 Kiwabi Recent Developments/Updates

9.10.6 Kiwabi Competitive Strengths & Weaknesses

9.11 Ryo

9.11.1 Ryo Details

9.11.2 Ryo Major Business

9.11.3 Ryo Natural Hair Care Product Product and Services

- 9.11.4 Ryo Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026)
- 9.11.5 Ryo Recent Developments/Updates
- 9.11.6 Ryo Competitive Strengths & Weaknesses
- 9.12 ATTITUDE
  - 9.12.1 ATTITUDE Details
  - 9.12.2 ATTITUDE Major Business
  - 9.12.3 ATTITUDE Natural Hair Care Product Product and Services
  - 9.12.4 ATTITUDE Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026)
  - 9.12.5 ATTITUDE Recent Developments/Updates
  - 9.12.6 ATTITUDE Competitive Strengths & Weaknesses
- 9.13 Klorane
  - 9.13.1 Klorane Details
  - 9.13.2 Klorane Major Business
  - 9.13.3 Klorane Natural Hair Care Product Product and Services
  - 9.13.4 Klorane Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026)
  - 9.13.5 Klorane Recent Developments/Updates
  - 9.13.6 Klorane Competitive Strengths & Weaknesses
- 9.14 Derma
  - 9.14.1 Derma Details
  - 9.14.2 Derma Major Business
  - 9.14.3 Derma Natural Hair Care Product Product and Services
  - 9.14.4 Derma Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026)
  - 9.14.5 Derma Recent Developments/Updates
  - 9.14.6 Derma Competitive Strengths & Weaknesses
- 9.15 BaWang International
  - 9.15.1 BaWang International Details
  - 9.15.2 BaWang International Major Business
  - 9.15.3 BaWang International Natural Hair Care Product Product and Services
  - 9.15.4 BaWang International Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026)
  - 9.15.5 BaWang International Recent Developments/Updates
  - 9.15.6 BaWang International Competitive Strengths & Weaknesses
- 9.16 Yunnan Baiyao Group
  - 9.16.1 Yunnan Baiyao Group Details
  - 9.16.2 Yunnan Baiyao Group Major Business

- 9.16.3 Yunnan Baiyao Group Natural Hair Care Product Product and Services
- 9.16.4 Yunnan Baiyao Group Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026)
- 9.16.5 Yunnan Baiyao Group Recent Developments/Updates
- 9.16.6 Yunnan Baiyao Group Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

- 10.1 Natural Hair Care Product Industry Chain
- 10.2 Natural Hair Care Product Upstream Analysis
- 10.3 Natural Hair Care Product Midstream Analysis
- 10.4 Natural Hair Care Product Downstream Analysis

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. World Natural Hair Care Product Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Natural Hair Care Product Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Natural Hair Care Product Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Natural Hair Care Product Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Natural Hair Care Product Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Natural Hair Care Product Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Natural Hair Care Product Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Natural Hair Care Product Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Natural Hair Care Product Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Natural Hair Care Product Players in 2025

Table 12. World Natural Hair Care Product Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Natural Hair Care Product Company Evaluation Quadrant

Table 14. Head Office of Key Natural Hair Care Product Players

Table 15. Natural Hair Care Product Market: Company Product Type Footprint

Table 16. Natural Hair Care Product Market: Company Product Application Footprint

Table 17. Natural Hair Care Product Mergers & Acquisitions Activity

Table 18. United States VS China Natural Hair Care Product Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Natural Hair Care Product Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Natural Hair Care Product Companies, Headquarters (States, Country)

Table 21. United States Based Companies Natural Hair Care Product Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Natural Hair Care Product Revenue Market Share (2021-2026)

Table 23. China Based Natural Hair Care Product Companies, Headquarters (Province, Country)

Table 24. China Based Companies Natural Hair Care Product Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Natural Hair Care Product Revenue Market Share (2021-2026)

Table 26. Rest of World Based Natural Hair Care Product Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Natural Hair Care Product Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Natural Hair Care Product Revenue Market Share (2021-2026)

Table 29. World Natural Hair Care Product Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Natural Hair Care Product Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Natural Hair Care Product Market Size by Type (2027-2032) & (USD Million)

Table 32. World Natural Hair Care Product Market Size by Natural Ingredient Source, (USD Million), 2021 & 2025 & 2032

Table 33. World Natural Hair Care Product Market Size Value by Natural Ingredient Source (2021-2026) & (USD Million)

Table 34. World Natural Hair Care Product Market Size by Natural Ingredient Source (2027-2032) & (USD Million)

Table 35. World Natural Hair Care Product Market Size by Price Range, (USD Million), 2021 & 2025 & 2032

Table 36. World Natural Hair Care Product Market Size Value by Price Range (2021-2026) & (USD Million)

Table 37. World Natural Hair Care Product Market Size by Price Range (2027-2032) & (USD Million)

Table 38. World Natural Hair Care Product Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Natural Hair Care Product Market Size by Application (2021-2026) & (USD Million)

Table 40. World Natural Hair Care Product Market Size by Application (2027-2032) & (USD Million)

Table 41. Rahua Basic Information, Manufacturing Base and Competitors

|                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------|
| Table 42. Rahua Major Business                                                                                          |
| Table 43. Rahua Natural Hair Care Product Product and Services                                                          |
| Table 44. Rahua Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)            |
| Table 45. Rahua Recent Developments/Updates                                                                             |
| Table 46. Rahua Competitive Strengths & Weaknesses                                                                      |
| Table 47. Derbe Srl Basic Information, Manufacturing Base and Competitors                                               |
| Table 48. Derbe Srl Major Business                                                                                      |
| Table 49. Derbe Srl Natural Hair Care Product Product and Services                                                      |
| Table 50. Derbe Srl Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)        |
| Table 51. Derbe Srl Recent Developments/Updates                                                                         |
| Table 52. Derbe Srl Competitive Strengths & Weaknesses                                                                  |
| Table 53. O'right Basic Information, Manufacturing Base and Competitors                                                 |
| Table 54. O'right Major Business                                                                                        |
| Table 55. O'right Natural Hair Care Product Product and Services                                                        |
| Table 56. O'right Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)          |
| Table 57. O'right Recent Developments/Updates                                                                           |
| Table 58. O'right Competitive Strengths & Weaknesses                                                                    |
| Table 59. Davines Basic Information, Manufacturing Base and Competitors                                                 |
| Table 60. Davines Major Business                                                                                        |
| Table 61. Davines Natural Hair Care Product Product and Services                                                        |
| Table 62. Davines Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)          |
| Table 63. Davines Recent Developments/Updates                                                                           |
| Table 64. Davines Competitive Strengths & Weaknesses                                                                    |
| Table 65. Christophe Robin Basic Information, Manufacturing Base and Competitors                                        |
| Table 66. Christophe Robin Major Business                                                                               |
| Table 67. Christophe Robin Natural Hair Care Product Product and Services                                               |
| Table 68. Christophe Robin Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million) |
| Table 69. Christophe Robin Recent Developments/Updates                                                                  |
| Table 70. Christophe Robin Competitive Strengths & Weaknesses                                                           |
| Table 71. Less is More Basic Information, Manufacturing Base and Competitors                                            |
| Table 72. Less is More Major Business                                                                                   |
| Table 73. Less is More Natural Hair Care Product Product and Services                                                   |
| Table 74. Less is More Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)     |

|                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------|
| Table 75. Less is More Recent Developments/Updates                                                                    |
| Table 76. Less is More Competitive Strengths & Weaknesses                                                             |
| Table 77. Phyto Basic Information, Manufacturing Base and Competitors                                                 |
| Table 78. Phyto Major Business                                                                                        |
| Table 79. Phyto Natural Hair Care Product Product and Services                                                        |
| Table 80. Phyto Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)          |
| Table 81. Phyto Recent Developments/Updates                                                                           |
| Table 82. Phyto Competitive Strengths & Weaknesses                                                                    |
| Table 83. Chagrin Valley Basic Information, Manufacturing Base and Competitors                                        |
| Table 84. Chagrin Valley Major Business                                                                               |
| Table 85. Chagrin Valley Natural Hair Care Product Product and Services                                               |
| Table 86. Chagrin Valley Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million) |
| Table 87. Chagrin Valley Recent Developments/Updates                                                                  |
| Table 88. Chagrin Valley Competitive Strengths & Weaknesses                                                           |
| Table 89. Dr. Seed Basic Information, Manufacturing Base and Competitors                                              |
| Table 90. Dr. Seed Major Business                                                                                     |
| Table 91. Dr. Seed Natural Hair Care Product Product and Services                                                     |
| Table 92. Dr. Seed Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)       |
| Table 93. Dr. Seed Recent Developments/Updates                                                                        |
| Table 94. Dr. Seed Competitive Strengths & Weaknesses                                                                 |
| Table 95. Kiwabi Basic Information, Manufacturing Base and Competitors                                                |
| Table 96. Kiwabi Major Business                                                                                       |
| Table 97. Kiwabi Natural Hair Care Product Product and Services                                                       |
| Table 98. Kiwabi Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)         |
| Table 99. Kiwabi Recent Developments/Updates                                                                          |
| Table 100. Kiwabi Competitive Strengths & Weaknesses                                                                  |
| Table 101. Ryo Basic Information, Manufacturing Base and Competitors                                                  |
| Table 102. Ryo Major Business                                                                                         |
| Table 103. Ryo Natural Hair Care Product Product and Services                                                         |
| Table 104. Ryo Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)           |
| Table 105. Ryo Recent Developments/Updates                                                                            |
| Table 106. Ryo Competitive Strengths & Weaknesses                                                                     |
| Table 107. ATTITUDE Basic Information, Manufacturing Base and Competitors                                             |
| Table 108. ATTITUDE Major Business                                                                                    |

|                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------|
| Table 109. ATTITUDE Natural Hair Care Product Product and Services                                                           |
| Table 110. ATTITUDE Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)             |
| Table 111. ATTITUDE Recent Developments/Updates                                                                              |
| Table 112. ATTITUDE Competitive Strengths & Weaknesses                                                                       |
| Table 113. Klorane Basic Information, Manufacturing Base and Competitors                                                     |
| Table 114. Klorane Major Business                                                                                            |
| Table 115. Klorane Natural Hair Care Product Product and Services                                                            |
| Table 116. Klorane Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)              |
| Table 117. Klorane Recent Developments/Updates                                                                               |
| Table 118. Klorane Competitive Strengths & Weaknesses                                                                        |
| Table 119. Derma Basic Information, Manufacturing Base and Competitors                                                       |
| Table 120. Derma Major Business                                                                                              |
| Table 121. Derma Natural Hair Care Product Product and Services                                                              |
| Table 122. Derma Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)                |
| Table 123. Derma Recent Developments/Updates                                                                                 |
| Table 124. Derma Competitive Strengths & Weaknesses                                                                          |
| Table 125. BaWang International Basic Information, Manufacturing Base and Competitors                                        |
| Table 126. BaWang International Major Business                                                                               |
| Table 127. BaWang International Natural Hair Care Product Product and Services                                               |
| Table 128. BaWang International Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million) |
| Table 129. BaWang International Recent Developments/Updates                                                                  |
| Table 130. BaWang International Competitive Strengths & Weaknesses                                                           |
| Table 131. Yunnan Baiyao Group Basic Information, Manufacturing Base and Competitors                                         |
| Table 132. Yunnan Baiyao Group Major Business                                                                                |
| Table 133. Yunnan Baiyao Group Natural Hair Care Product Product and Services                                                |
| Table 134. Yunnan Baiyao Group Natural Hair Care Product Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)  |
| Table 135. Yunnan Baiyao Group Recent Developments/Updates                                                                   |
| Table 136. Yunnan Baiyao Group Competitive Strengths & Weaknesses                                                            |
| Table 137. Global Key Players of Natural Hair Care Product Upstream (Raw Materials)                                          |
| Table 138. Global Natural Hair Care Product Typical Customers                                                                |

## List Of Figures

### LIST OF FIGURES

Figure 1. Natural Hair Care Product Picture

Figure 2. World Natural Hair Care Product Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Natural Hair Care Product Total Revenue (2021-2032) & (USD Million)

Figure 4. World Natural Hair Care Product Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Natural Hair Care Product Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Natural Hair Care Product Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Natural Hair Care Product Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Natural Hair Care Product Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Natural Hair Care Product Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Natural Hair Care Product Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Natural Hair Care Product Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Natural Hair Care Product Revenue (2021-2032) & (USD Million)

Figure 13. Natural Hair Care Product Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Natural Hair Care Product Consumption Value (2021-2032) & (USD Million)

Figure 16. World Natural Hair Care Product Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Natural Hair Care Product Consumption Value (2021-2032) & (USD Million)

Figure 18. China Natural Hair Care Product Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Natural Hair Care Product Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Natural Hair Care Product Consumption Value (2021-2032) & (USD Million)

Million)

Figure 21. South Korea Natural Hair Care Product Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Natural Hair Care Product Consumption Value (2021-2032) & (USD Million)

Figure 23. India Natural Hair Care Product Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Natural Hair Care Product by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Natural Hair Care Product Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Natural Hair Care Product Markets in 2025

Figure 27. United States VS China: Natural Hair Care Product Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Natural Hair Care Product Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Natural Hair Care Product Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Natural Hair Care Product Market Size Market Share by Type in 2025

Figure 31. Shampoo

Figure 32. Conditioner

Figure 33. Hair Oil

Figure 34. Others

Figure 35. World Natural Hair Care Product Market Size Market Share by Type (2021-2032)

Figure 36. World Natural Hair Care Product Market Size by Natural Ingredient Source, (USD Million), 2021 & 2025 & 2032

Figure 37. World Natural Hair Care Product Market Size Market Share by Natural Ingredient Source in 2025

Figure 38. Plant Extract Based Products

Figure 39. Herbal Infusion Products

Figure 40. Protein Based Natural Products

Figure 41. Others

Figure 42. World Natural Hair Care Product Market Size Market Share by Natural Ingredient Source (2021-2032)

Figure 43. World Natural Hair Care Product Market Size by Price Range, (USD Million), 2021 & 2025 & 2032

Figure 44. World Natural Hair Care Product Market Size Market Share by Price Range

in 2025

Figure 45. USD 5 ? 15 per 100ml

Figure 46. USD 16 ? 40 per 100ml

Figure 47. Above USD 40 per 100ml

Figure 48. World Natural Hair Care Product Market Size Market Share by Price Range (2021-2032)

Figure 49. World Natural Hair Care Product Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 50. World Natural Hair Care Product Market Size Market Share by Application in 2025

Figure 51. Moisturizing

Figure 52. Anti-Dandruff

Figure 53. Hair Growth

Figure 54. Repair And Strengthening

Figure 55. Others

Figure 56. World Natural Hair Care Product Market Size Market Share by Application (2021-2032)

Figure 57. Natural Hair Care Product Industrial Chain

Figure 58. Methodology

Figure 59. Research Process and Data Source

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