

Global Over-night Hair Treatment Products Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Over-night Hair Treatment Products market size is expected to reach \$ 3214 million by 2032, rising at a market growth of 8.4% CAGR during the forecast period (2026-2032).

Over-night Hair Treatment Products refer to hair care solutions designed to be applied before sleep and remain on the hair overnight to provide intensive repair, hydration, nourishment and scalp care. These products include overnight hair masks, leave-in treatments, hair oils, serums and sleep-care hair products. In 2025, the global average price of overnight hair treatment products is approximately US\$10.5 per unit, with worldwide sales reaching around 168 million units. Gross margins typically range from 45%–70%, driven by premium formulations, active ingredients, brand positioning and direct-to-consumer sales channels. The supply chain includes cosmetic ingredients, botanical extracts, oils, fragrances, packaging materials and formulation technologies; manufacturers focus on product development, blending, filling, packaging and quality testing; downstream customers include individual consumers, beauty retailers, salons and online beauty platforms.

The overnight hair treatment market is expanding as consumers increasingly seek intensive hair repair solutions beyond traditional daily care products. The growth of premium hair care, clean beauty trends and personalized formulations is driving product innovation. Sleep-based beauty routines and multifunctional treatments combining repair, hydration and scalp care will continue to support market growth through 2031. Growth is driven by consumers combining hair care with established nighttime skincare routines.

Lightweight, pillow-friendly and no-rinse serums are gaining share from heavy oils and

traditional rinse-out masks. Heat styling, hair coloring, dryness, breakage and overnight friction increase demand for intensive repair products. Premium ingredients, clinical claims and scalp-care positioning support higher selling prices.

Online retail and social media accelerate product discovery, although ordinary hair masks and leave-in conditioners remain strong substitutes.

Report Scope

This report studies the global Over-night Hair Treatment Products production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Over-night Hair Treatment 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 Over-night Hair Treatment Products that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Over-night Hair Treatment Products total production and demand, 2021-2032, (K Units)

Global Over-night Hair Treatment Products total production value, 2021-2032, (USD Million)

Global Over-night Hair Treatment Products production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Over-night Hair Treatment Products consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Over-night Hair Treatment Products domestic production, consumption, key domestic manufacturers and share

Global Over-night Hair Treatment Products production by manufacturer,

production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Over-night Hair Treatment Products production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Over-night Hair Treatment Products production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Over-night Hair Treatment 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 Procter & Gamble Co., Unilever (TRESemmé), L'Oréal S.A., Johnson & Johnson, Estée Lauder Companies Inc., Henkel AG & Co. KGaA, Shiseido Company, Limited, Beiersdorf AG, Kao Corporation, Amorepacific Corporation, 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 Over-night Hair Treatment 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 Over-night Hair Treatment Products Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Over-night Hair Treatment Products Market, Segmentation by Type:

Overnight Serum

Overnight Cream or Lotion

Overnight Mask

Overnight Oil or Balm

Global Over-night Hair Treatment Products Market, Segmentation by Consumer Positioning:

Mass Market

Premium

Professional Salon

Luxury Beauty

Global Over-night Hair Treatment Products Market, Segmentation by Ingredient Type:

Natural / Botanical

Oil-Based

Protein / Keratin-Based

Chemical Active Formula

Global Over-night Hair Treatment Products Market, Segmentation by Application:

Supermarket

Specialty Store

Online Sales

Other

Companies Profiled:

Procter & Gamble Co.

Unilever (TRESemmé)

L'Oréal S.A.

Johnson & Johnson

Estée Lauder Companies Inc.

Henkel AG & Co. KGaA

Shiseido Company, Limited

Beiersdorf AG

Kao Corporation

Amorepacific Corporation

Coty Inc.

Oriflame Holding AG

Moroccanoil

Briogeo Hair Care

Key Questions Answered

1. How big is the global Over-night Hair Treatment Products market?
2. What is the demand of the global Over-night Hair Treatment Products market?
3. What is the year over year growth of the global Over-night Hair Treatment Products market?
4. What is the total value of the global Over-night Hair Treatment Products market?
5. Who are the Major Players in the global Over-night Hair Treatment Products market?
6. What are the growth factors driving the market demand?

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