

# Hair Mask Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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## Abstracts

The Global Hair Mask Market was valued at USD 2.2 billion in 2023 and is projected to grow at a CAGR of 5.1% from 2024 to 2032. Consumers are increasingly aware of the benefits of hair masks, such as damage prevention, enhanced shine, and improved overall hair health. The influence of beauty blogs, vlogs, and social media has educated consumers about the advantages of integrating hair masks into their hair care routines. With rising health consciousness, there's a preference for natural and organic products over chemical alternatives. Hair masks with natural ingredients like argan oil, coconut oil, and shea butter are gaining popularity.

The overall hair mask industry is classified based on type, nature, price range, application, end-use, distribution channel, and region. The market is segmented based on type into thermal steam masks and steam-free masks. The steam-free mask segment dominated the market with a revenue of approximately USD 1.5 billion in 2023 and is projected to grow at a CAGR of 5.3% in the coming years. The global steam-free mask market is a niche segment within the larger skincare and personal care industry. Designed for convenience and efficacy, these masks activate without steam. As consumers juggle busy lives, there's a demand for skincare solutions that fit into their routines. Technological advancements in skincare have produced potent formulations that deliver results without steam. The hair mask market is categorized based on nature into natural, organic, and synthetic segments.

The synthetic segment commands approximately 44.4% of the total market share and is projected to grow at a CAGR of 4.8% during the forecast period. Synthetic hair masks are more affordable compared to natural alternatives, appealing to budget-conscious consumers, especially in emerging markets. Innovations in synthetic chemistry have produced hair masks that are effective and versatile, addressing concerns like damage repair, frizz control, and moisture retention. In 2023, North America accounted for approximately 34.8% of the market and is projected to grow at a CAGR of 5.4% during

the forecast period.

North American consumers are placing a premium on health and wellness, driving a surge in demand for high-quality hair care products, especially hair masks. The easy access to information via beauty blogs, social media, and expert reviews empowers consumers, leading to a heightened interest in advanced hair care solutions. North American brands, known for their innovative spirit, are pioneering advanced hair mask formulations, integrating state-of-the-art ingredients and delivery systems.

## Contents

### Report Content

#### **CHAPTER 1 METHODOLOGY & SCOPE**

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
  - 1.4.1 Primary
  - 1.4.2 Secondary
    - 1.4.2.1 Paid sources
    - 1.4.2.2 Public sources

#### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 Industry 360° synopsis, 2021-2032

#### **CHAPTER 3 INDUSTRY INSIGHTS**

- 3.1 Industry ecosystem analysis
  - 3.1.1 Factor affecting the value chain
  - 3.1.2 Profit margin analysis
  - 3.1.3 Disruptions
  - 3.1.4 Future outlook
  - 3.1.5 Manufacturers
  - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
  - 3.6.1 Growth drivers
    - 3.6.1.1 Rising demand for natural and organic products
    - 3.6.1.2 Growth in e-commerce and online retail
    - 3.6.1.3 Increased focus on professional and salon treatments
  - 3.6.2 Industry pitfalls & challenges
    - 3.6.2.1 Intense market competition

- 3.6.2.2 Changing consumer preferences and trends
- 3.7 Growth potential analysis
- 3.8 Porter's analysis
- 3.9 PESTEL analysis
- 3.10 Consumer behavior analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2023**

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

## **CHAPTER 5 HAIR MASK MARKET ESTIMATES & FORECAST, BY TYPE, 2021-2032 (USD BILLION)**

- 5.1 Key trends
- 5.2 Thermal steam mask
- 5.3 Steam-Free mask

## **CHAPTER 6 HAIR MASK MARKET ESTIMATES & FORECAST, BY NATURE, 2021-2032 (USD BILLION)**

- 6.1 Key trends
- 6.2 Natural
- 6.3 Organic
- 6.4 Synthetic

## **CHAPTER 7 HAIR MASK MARKET ESTIMATES & FORECAST, BY PRICE RANGE, 2021-2032 (USD BILLION)**

- 7.1 Key trends
- 7.2 Low
- 7.3 Medium
- 7.4 High

## **CHAPTER 8 HAIR MASK MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021-2032 (USD BILLION)**

- 8.1 Key trends
- 8.2 Moisturizing mask
- 8.3 Color-Depositing mask
- 8.4 Scalp treatments
- 8.5 Anti-Aging mask
- 8.6 Others (Anti-Frizz Masks, Protein Masks, etc.)

## **CHAPTER 9 HAIR MASK MARKET ESTIMATES & FORECAST, BY END USE, 2021-2032 (USD BILLION)**

- 9.1 Key trends
- 9.2 Individual
- 9.3 Commercial

## **CHAPTER 10 HAIR MASK MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD BILLION)**

- 10.1 Key trends
- 10.2 Online
- 10.3 Offline

## **CHAPTER 11 HAIR MASK MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD BILLION)**

- 11.1 Key trends
- 11.2 North America
  - 11.2.1 U.S.
  - 11.2.2 Canada
- 11.3 Europe
  - 11.3.1 UK
  - 11.3.2 Germany
  - 11.3.3 France
  - 11.3.4 Italy
  - 11.3.5 Spain
  - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
  - 11.4.1 China
  - 11.4.2 India
  - 11.4.3 Japan

- 11.4.4 South Korea
- 11.4.5 Australia
- 11.4.6 Malaysia
- 11.4.7 Indonesia
- 11.4.8 Rest of Asia Pacific
- 11.5 Latin America
  - 11.5.1 Brazil
  - 11.5.2 Mexico
  - 11.5.3 Rest of Latin America
- 11.6 MEA
  - 11.6.1 South Africa
  - 11.6.2 Saudi Arabia
  - 11.6.3 UAE
  - 11.6.4 Rest of MEA

## **CHAPTER 12 COMPANY PROFILES**

- 12.1 Arvazallia
- 12.2 Aveda Corp.
- 12.3 Coty Inc.
- 12.4 EVA NYC
- 12.5 Henkel AG & Co. KGaA
- 12.6 Kao Corporation
- 12.7 Leonor Greyl USA
- 12.8 L'Oréal Paris
- 12.9 MIELLE
- 12.10 OLAPLEX
- 12.11 Procter & Gamble
- 12.12 Revlon, Inc.
- 12.13 Shiseido Co., Ltd.
- 12.14 Unilever
- 12.15 Wella International Operations Switzerland S?rl.

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