

Dry Shampoo Market Size, Share & Trends Analysis Report By Form (Spray, Powder, Others), By Distribution Channel (Online, Offline), By End-use (Men, Women, Children), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Dry Shampoo Market Growth & Trends

The global dry shampoo market size is expected to reach USD 8.09 billion by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 12.4% over the forecast period. The market is driven by consumer awareness regarding changing beauty and personal lifestyle, especially in the hair care applications. Moreover, drastic change in the purchasing power of consumers in developing countries such as China and India is anticipated to drive the demand over the forecast period.

Demand for premium products among the personal care category is leading to a rise in sales of natural and organic ingredients used in the industry. Growing middle class population and rising disposable income are driving the demand for shampoo products over the forecast period.

Number of product launches is increasing in the beauty and lifestyle segment due to demand for anti-aging products in the industry. Moreover, the impact of e-commerce channels, social media advertisements, and a number of beauty specialist retailers provide a lucrative opportunity for growth of shampoo products in the market.

Demand for shampoo products is anticipated to rise in North America due to growing

consumer awareness regarding personal and hair care products, along with growing product launches in market. Moreover, growing product demand is expected to increase the sales in the hair and skin care sector in Asia Pacific over the forecast period. For instance, the hair care market in Asia Pacific is expected to reach USD 32.8 billion by 2022, expanding at a CAGR of 6.1% over the forecast period.

Growing consumer awareness regarding personal care products in market, along with impact of leading players such as Procter and Gamble; L'Oreal SA; Avon Products Inc., will fuel its demand in the market. Companies are involved in product launches and expansion of their geographical reach to gain a major share in the market.

The dry shampoo market is recognized by a few initiatives such as mergers and acquisitions, online sales, limited extension, and developments, endeavored by the key players in the business such as Unilever; Procter & Gamble Company; Church & Dwight Co, Inc.; Shiseido Company Ltd.; New Avon LLC; L'Oreal SA; Henkel AG & Company; KGA; The Estee Lauder Companies Inc.; Kao Corporation; and Coty Inc.

Dry Shampoo Market Report Highlights

The spray segment dominated the industry with the largest revenue share of 62.2% in 2024 due to its ease of application, as dry shampoo sprays are designed to deliver a fine mist that absorbs excess oil and refreshes hair without the need for water.

The offline segment dominated the dry shampoo industry with the largest revenue share in 2024 due to consumers' preference for shopping channels.

The online segment is expected to grow at the highest CAGR over the forecast period due to the increasing shift in consumer shopping habits toward e-commerce platforms.

The women end use segment dominated the market with the largest revenue share in 2024 with the increasing number of working women and their need for fast and efficient hair care solutions.

The North America dry shampoo market dominated with a revenue share of 36.7% in 2024, primarily due to the strong cultural

emphasis on personal grooming and appearance in North America

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