

Hair And Scalp Care Market Size, Share & Trends Analysis Report By Product (Anti-dandruff, Hair Loss, Dry & Itchy Scalp, Dry & Dull Hair, White & Grey Hair), By Distribution Channel, By Region, And Segment Forecasts, 2021 - 2028

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Abstracts

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Hair And Scalp Care Market Growth & Trends

The global hair and scalp care market size is expected to reach USD 134.3 billion by 2028, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 6.6% from 2021 to 2028. Rising complex hair and scalp care routines among millennials including the application of products such as serums, hair masks, and leave-in-treatments are likely to bode well for the market growth during the forecast period.

The dry and dull hair product segment is expected to witness the second-fastest growth during the forecast period. Changes in temperature, heat, and bleach make hair lose its moisture and lead to dryness. Other than shampoo, conditioners containing oils are gaining traction among consumers with dry and dull hair. Unilever (Nexxus), L'Oréal's (Redken, Kerastase, and Garnier), and Kiehl's offer shampoos and conditioners for dry and dull hair.

Moreover, companies have been launching new products and targeting every demographic with different products. For instance, in February 2020, Haircare brand Oribe launched two new products: hair treatment masque and hair cream formulated for grey, white and silver hair. Key ingredients included in the products can prevent

dullness, yellow tones, and loss of elasticity because of aging hair. Such product launches are likely to boost the market growth during the forecast period.

Furthermore, many companies have been expanding their product portfolios to the hair care segment to widen the consumer base. For instance, in June 2021, Typology - a skin care brand ventured into the hair care category by launching new products in the segment. Similarly, in June 2021, the Minimalist brand launched a range of hair and scalp products such as three scalp serums and two hair oils on its website, tapping into the “skinification” of hair.

The market for hair and scalp care witnessed a decline in the wake of the Covid-19 pandemic as countries around the world are still grappling to come to terms with the socio-economic impact of the pandemic. Shelter-at-home, social distancing, and lockdowns have been imposed in countries in varying degrees to try and limit the spread of the virus, from strict regulations in China, the U.K., India, Italy, France, Russia, and the U.S.-some of the hardest-hit countries-to the relatively more relaxed approach taken by Japan.

Asia Pacific is anticipated to be the fastest-growing regional market over the forecast period. Consumers in the region have been using hair dyes, hair serums, and several other solutions to treat such issues. Product launches in this space have been a prominent factor in the market growth.

Hair And Scalp Care Market Report Highlights

New product launches and innovations in relation to concerns such as hair loss, dandruff, and dull hair are some of the strategies adopted by the key players in the market to gain traction among consumers

The hair loss product segment is expected to register the fastest CAGR over the forecast period. Demand for hair loss products is rising as hair fall has become a common concern in males as compared to females in recent years

Asia Pacific is expected to expand at the fastest CAGR from 2021 to 2028. Growing awareness regarding the importance of hair and scalp care products in countries, including China, India, and Japan, is one of the major factors supporting the market growth owing to the heightened demand for such products

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