

Hair Texturizer Market Size, Share & Trends Analysis Report By Product (Hair Spray, Hair Gel, Hair Cream, Hair Mousse), By Source, By Distribution Channel, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Hair Texturizer Market Growth & Trends

The global hair texturizer market is expected to reach USD 6.45 billion by 2030, exhibiting a CAGR of 6.6% from 2024 to 2030, according to a new report by Grand View Research, Inc. The market is driven by consumers seeking high-performing, ethically formulated solutions tailored for textured hair. These consumers prioritize products free of harmful chemicals, favoring gentler, sulfate-free formulations that cater to their specific hair needs. As these trends persist, there is a growing demand for shampoos that cleanse and protect textured hair without stripping it of essential oils.

Additionally, there is a significant preference for conditioners, hair gels, multi-functional treatments, and hair moisturizing emollients that contain fewer chemicals and more natural ingredients, aiming to infuse moisture and alleviate dryness with healthier, more effective products.

For instance, “Ouidad Advanced Climate Control Heat and Humidity Gel” uses nano-technology to create an anti-frizz nano-shield that locks in moisture and locks out humidity. It is specifically designed for textured hair to maintain defined curls and waves even in adverse weather conditions. The gel is considered a type of texturizer because it aids in maintaining the desired texture and style in humid conditions. It may

not alter the natural texture of the hair like a traditional texturizer, but it helps manage and enhance it under specific environmental conditions.

The influence of digital media and social platforms has also impacted consumer behavior, with influencers and online reviews playing a critical role in shaping purchasing decisions. Consumers are more informed and discerning, often relying on peer recommendations and expert advice found on social media to guide their choices.

Moreover, the textured hair market is seeing higher spending among consumers with curly and coily hair, who are willing to invest in specialized products that address their unique hair care challenges. According to a study by Texture Trends, women with curly hair are willing to invest significantly more in hair care products compared to those with straight hair. Over three months, the study revealed that women with curly hair spend an average of USD 82 on hair care products, while women with straighter hair spend around USD 40. This substantial difference highlights the high demand and willingness to pay for specialized hair texturizer products among women with textured hair.

Hair Texturizer Market Report Highlights

The market is characterized by a high degree of innovation. Companies are continually developing new formulations that incorporate natural and ethically sourced ingredients, advanced technologies, and multi-functional products.

Modern hair sprays are formulated to provide long-lasting hold without making the hair stiff or sticky. This longevity appeals to consumers who need their hairstyle to remain intact throughout the day or during special events.

There is a noticeable trend towards natural and organic hair styling products. Consumers are increasingly seeking products that offer styling benefits while also being free from harsh chemicals such as sulfates, parabens, and silicones. This preference drives sales for natural and chemical-free options in retail stores.

Conventional hair texturizers are widely available in retail stores, salons, and online platforms. Their accessibility makes it convenient for

consumers typically purchase these products when shopping for other hair care or beauty items.

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