

Herbal Shampoo Market Size, Share & Trends Analysis Report By Form (Liquid, Bars, Powder), By Gender (Men, Women), By Distribution Channel (Hypermarket & Supermarket, Specialty Stores, Online), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Herbal Shampoo Market Growth & Trends

The global herbal shampoo market size is anticipated to reach USD 4.52 billion in 2030 and is projected to grow at a CAGR of 7.3% from 2025 to 2030, according to a recent report from Grand View Research Inc. Some of the key factors driving the market growth are the Increasing awareness of the potential health risks associated with synthetic chemicals in conventional shampoos, growing demand for multi-purpose hair care solutions, and the emerging trend in the market shift toward sulfate-free formulas.

The growth of the market is due to the rising consumer preference for natural ingredients, particularly essential oils, which are valued for their fragrance and therapeutic benefits, such as promoting hair growth and enhancing scalp health. Brands incorporating essential oils into their formulations increasingly appeal to consumers seeking multi-functional, nourishing hair care solutions. Another notable trend is the growing demand for sulfate-free shampoos, as sulfates, though effective cleansers, can strip the hair of natural oils, causing dryness and brittleness. Consumers are turning to gentler alternatives to protect their hair and scalp. In addition, the widespread influence of social media and beauty influencers advocating for clean, natural products continues

to accelerate the market's expansion.

A growing trend in the market is the emergence of innovative product formats such as shampoo tablets. These tablets dissolve in water to produce a lather, presenting a more sustainable alternative to conventional liquid shampoos. Eco-conscious consumers are drawn to brands like EarthSuds, which offer biodegradable, plastic-free tablets made with natural ingredients—ideal for environmental sustainability and travel convenience. Similarly, companies like Jungbunzlauer have introduced effervescent shampoo tablets that maintain stability in humid conditions and dissolve quickly when exposed to water, offering an enhanced user experience while reducing environmental impact.

Herbal Shampoo Market Report Highlights

A major driving force in the herbal shampoo industry is the rising demand for personalized products, with many brands now offering customizable shampoos tailored to specific hair types, concerns, and preferences. Sustainability has also become a critical consideration, as environmentally conscious consumers look for products made with eco-friendly practices, recyclable packaging, and free from harmful chemicals. The growing emphasis on health and wellness has also boosted interest in shampoos formulated with natural, non-toxic ingredients that promote overall hair and scalp health.

The demand for herbal shampoo bars is fueled by increasing environmental awareness and the shift toward zero-waste, eco-friendly living. As a sustainable alternative to traditional liquid shampoos, solid shampoo bars are gaining traction among environmentally conscious consumers due to their minimal packaging and lower carbon footprint. One of their major benefits is their extended lifespan—being more concentrated, a single bar can last two to three times longer than a typical bottle of liquid shampoo, making them eco-friendly and cost-effective over time.

The men's segment is driven by increasing awareness among male consumers about the benefits of using natural and organic hair care products. As men's grooming and self-care trends continue to rise, more men are investing in premium, nature-based hair care solutions. This growth is further supported by the influence of social media and targeted marketing campaigns that position men's hair care products as essential for achieving healthy, well-groomed, and stylish hair, thereby fueling demand within the segment.

The U.S. herbal shampoo industry is set for strong growth, driven by increasing consumer awareness of the risks linked to synthetic chemicals in traditional hair care. Health-conscious buyers, especially women, are favoring natural formulations featuring ingredients like biotin, plant extracts, essential oils, and botanicals. This reflects a broader demand for multi-functional, clean beauty products that promote overall hair and scalp health. The trend is reinforced by social media influence, celebrity endorsements, and the convenience of e-commerce, making herbal shampoos more accessible than ever.

Companies Mentioned

The Procter and Gamble Company (Herbal Essences)

Unilever PLC

L'Oréal S.A.

Kao Corporation

Biotique Ayurvedics Pvt. Ltd.

Forest Essentials (A Luxasia Company)

Khadi Natural Healthcare

Shiseido Company, Limited

Giovanni Cosmetics, Inc.

Lush Retail Ltd.

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