

# **Luxury Hair Care Market Size, Share & Trends Analysis Report By Product (Shampoos, Hair Coloring Products), By Distribution Channel (Specialty Stores, E-commerce), By Region, And Segment Forecasts, 2020 - 2027**

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## **Abstracts**

This report can be delivered to the clients within 48 Business Hours

### **Luxury Hair Care Market Growth & Trends**

The global luxury hair care market size is anticipated to reach USD 31.50 billion by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 5.9% from 2020 to 2027. Increasing e-commerce sales and growth of the male wellness sector are some of the major factors contributing to the rising demand for the product worldwide.

Luxury haircare brands are expected to focus more on the packaging design of products to appeal to an expanding 'influencer generation' in the country who keep on sharing their haircare moments with their friends or/and followers on social media. OUAL, a Los Angeles-based disruptive luxury haircare brand, studied consumer trends extensively on social media to power a product strategy.

Asian consumers, most notably Chinese, Japanese, and Indians, see luxury cosmetics (including hair care products) as a form of social capital that marks them apart in society. High-end consumers in the Asian markets increasingly prefer luxury haircare brands that resonate on a cultural level. In the coming years, multinational luxury hair care firms are expected to introduce boutique brands to incorporate local aesthetics to increase product appeal among consumers.

Asia Pacific emerged as the largest regional market for luxury hair care in 2019. This region is forecast to maintain its lead throughout the forecast timeframe, given the increasing popularity of prestige products among an expanding consumer base. In an effort to stem the rapid spread of the coronavirus, countries across the Asia Pacific, most notably India, continue to push for social distancing rules, thereby forcing individuals to stay indoors. Such moves, in turn, are expected to have a negative impact on the growth of the regional market, mainly throughout the remainder of 2020.

The market is characterized by intense competition, with international brands dominating the market. The market is likely to mirror the trends prevalent within the luxury skincare space over the forecast period. In this respect, CBD-based luxury hair care products are expected to gain traction, notably among millennials in the U.S.

#### Luxury Hair Care Market Report Highlights

In terms of product, the shampoos segment led the market and accounted for 31.4% share of the overall revenue in 2019

Asia Pacific held the largest share of 39.3% in 2019

Acquisitions emerged as the key strategy deployed by market players to stay abreast of the competition.

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

### CHAPTER 3. LUXURY HAIR CARE MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Sales/Retail Channel Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industry Challenges
  - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industry Analysis - Porter's
    - 3.5.1.1. Supplier Power
    - 3.5.1.2. Buyer Power
    - 3.5.1.3. Substitution Threat

- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Luxury Hair Care Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19 on the Global Luxury Hair Care Market

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

## **CHAPTER 5. LUXURY HAIR CARE MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 5.1. Product Movement Analysis & Market Share, 2019 & 2027
- 5.2. Shampoos
  - 5.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.3. Conditioners
  - 5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.4. Hair Coloring Products
  - 5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.5. Hair Styling Products
  - 5.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.6. Hair Oils
  - 5.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.7. Others
  - 5.7.1. Market estimates and forecast, 2016 - 2027 (USD Million)

## **CHAPTER 6. LUXURY HAIR CARE MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Distribution Channel Movement Analysis & Market Share, 2019 & 2027
- 6.2. Supermarkets & Hypermarkets
  - 6.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.3. Departmental Stores
  - 6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.4. Specialty Stores

- 6.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.5. E-commerce
  - 6.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.6. Others
  - 6.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

## **CHAPTER 7. LUXURY HAIR CARE MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

- 7.1. Regional Movement Analysis & Market Share, 2019 & 2027
- 7.2. North America
  - 7.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
  - 7.2.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
  - 7.2.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
  - 7.2.4. The U.S.
    - 7.2.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
    - 7.2.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
    - 7.2.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
- 7.3. Europe
  - 7.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
  - 7.3.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
  - 7.3.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
  - 7.3.4. The U.K.
    - 7.3.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
    - 7.3.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
    - 7.3.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
  - 7.3.5. France
    - 7.3.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
    - 7.3.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
    - 7.3.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
- 7.4. Asia Pacific
  - 7.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
  - 7.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
  - 7.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

Million)

#### 7.4.4. China

7.4.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.4.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.4.5. India

7.4.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.4.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.5. Central & South America

7.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.5.4. Brazil

7.5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.5.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.6. Middle East & Africa

7.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.6.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.6.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.6.4. UAE

7.6.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.6.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.6.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

## CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2019

## CHAPTER 9. COMPANY PROFILES

### 9.1. L'Oréal

- 9.1.1. Company Overview
- 9.1.2. Financial Performance
- 9.1.3. Product Benchmarking
- 9.1.4. Strategic Initiatives

### 9.2. Estee Lauder Companies

- 9.2.1. Company Overview
- 9.2.2. Financial Performance
- 9.2.3. Product Benchmarking
- 9.2.4. Strategic Initiatives

### 9.3. SEVEN, LLC.

- 9.3.1. Company Overview
- 9.3.2. Financial Performance
- 9.3.3. Product Benchmarking
- 9.3.4. Strategic Initiatives

### 9.4. Alcora Corporation

- 9.4.1. Company Overview
- 9.4.2. Financial Performance
- 9.4.3. Product Benchmarking
- 9.4.4. Strategic Initiatives

### 9.5. Kao Corporation

- 9.5.1. Company Overview
- 9.5.2. Financial Performance
- 9.5.3. Product Benchmarking
- 9.5.4. Strategic Initiatives

### 9.6. KOSÉ Corporation

- 9.6.1. Company Overview
- 9.6.2. Financial Performance
- 9.6.3. Product Benchmarking
- 9.6.4. Strategic Initiatives

## List Of Tables

### LIST OF TABLES

1. Luxury hair care - Key market driver analysis
2. Luxury hair care - Key market restraint analysis
3. Global luxury shampoos market estimates and forecast, 2016 - 2027 (USD Million)
4. Global luxury conditioners market estimates and forecast, 2016 - 2027 (USD Million)
5. Global luxury hair coloring products market estimates and forecast, 2016 - 2027 (USD Million)
6. Global luxury hair styling products market estimates and forecast, 2016 - 2027 (USD Million)
7. Global luxury hair oils market estimates and forecast, 2016 - 2027 (USD Million)
8. Global other luxury hair care products market estimates and forecast, 2016 - 2027 (USD Million)
9. Global luxury hair care market estimates and forecast through supermarkets & hypermarkets, 2016 - 2027 (USD Million)
10. Global luxury hair care market estimates and forecast through departmental stores, 2016 - 2027 (USD Million)
11. Global luxury hair care market estimates and forecast through specialty stores, 2016 - 2027 (USD Million)
12. Global luxury hair care market estimates and forecast through e-commerce, 2016 - 2027 (USD Million)
13. Global luxury hair care market estimates and forecast through others, 2016 - 2027 (USD Million)
14. North America luxury hair care market estimates and forecast, 2016 - 2027 (USD Million)
15. North America luxury hair care market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
16. North America luxury hair care market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
17. U.S. luxury hair care market estimates and forecast, 2016 - 2027 (USD Million)
18. U.S. luxury hair care market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
19. U.S. luxury hair care market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
20. Europe luxury hair care market estimates and forecast, 2016 - 2027 (USD Million)
21. Europe luxury hair care market revenue estimates and forecast by product, 2016 - 2027 (USD Million)

22. Europe luxury hair care market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
23. U.K. luxury hair care market estimates and forecast, 2016 - 2027 (USD Million)
24. U.K. luxury hair care market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
25. U.K. luxury hair care market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
26. France luxury hair care market estimates and forecast, 2016 - 2027 (USD Million)
27. France luxury hair care market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
28. France luxury hair care market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
29. Asia Pacific luxury hair care market estimates and forecast, 2016 - 2027 (USD Million)
30. Asia Pacific luxury hair care market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
31. Asia Pacific luxury hair care market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
32. China luxury hair care market estimates and forecast, 2016 - 2027 (USD Million)
33. China luxury hair care market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
34. China luxury hair care market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
35. India luxury hair care market estimates and forecast, 2016 - 2027 (USD Million)
36. India luxury hair care market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
37. India luxury hair care market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
38. Central & South America luxury hair care market estimates and forecast, 2016 - 2027 (USD Million)
39. Central & South America luxury hair care market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
40. Central & South America luxury hair care market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
41. Brazil luxury hair care market estimates and forecast, 2016 - 2027 (USD Million)
42. Brazil luxury hair care market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
43. Brazil luxury hair care market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

- 44. Middle East & Africa luxury hair care market estimates and forecast, 2016 - 2027 (USD Million)
- 45. Middle East & Africa luxury hair care market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
- 46. Middle East & Africa luxury hair care market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
- 47. UAE luxury hair care market estimates and forecast, 2016 - 2027 (USD Million)
- 48. UAE luxury hair care market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
- 49. UAE luxury hair care market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

## List Of Figures

### LIST OF FIGURES

1. Luxury hair care market snapshot
2. Luxury hair care market segmentation & scope
3. Luxury hair care market penetration & growth prospect mapping
4. Luxury hair care value chain analysis
5. Luxury hair care market dynamics
6. Luxury hair care market Porter's analysis
7. Luxury hair care market: Product movement analysis
8. Luxury hair care market: Distribution Channel movement analysis
9. Luxury hair care market: Regional movement analysis

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