

Organic Shampoo Market Size, Share & Trends Analysis Report By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online), By Region (North America, Europe, Asia Pacific, Latin America, MEA), And Segment Forecasts, 2025 - 2030

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Abstracts

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Organic ShampooMarket Growth & Trends

The global organic shampoo market size is anticipated to reach USD 1.63 billion by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 3.7% from 2025 to 2030. Growing popularity of natural ingredients in beauty and hygiene products has encouraged manufacturers to introduce organic shampoos, thereby driving consumer preference for this market. Growing awareness of personal hygiene, along with rising preference for chemical-free products, is expected to drive the market in the next few years.

Growing trend of online shopping of health and beauty products among the consumers has paved the way for the brands to introduce their e-commerce channels, thereby widening their distribution. As per the recent trends, about 19% of Generation Z and 14% of millennials prefer online purchase of natural and organic beauty products due to factors such as convenience and availability of a wide range of new brands and their products.

Organic shampoos are gaining an increasing traction due to growing preference for

environment friendly products that are free from sodium lauryl sulfate, potassium sorbate, and artificial fragrances. This, in turn, is providing an impetus to the companies to expand their product offerings by introducing organic shampoo, thereby contributing to the market growth.

Supermarkets/hypermarkets accounted for a revenue share of 56.02% in 2018. Physical display of products and ability to check the product attributes have been the major factors driving the popularity of supermarkets/hypermarkets. The layout of the supermarket and promotional campaigns by leading brands have also increased the sales volume in the supermarket and hypermarket segment. Organized retail sectors have been driving the market by providing ample space and visibility for the existing brands to offer their products.

North America accounted for the largest share of 34.8% in 2018, followed by Europe with 24.9% share in the global organic shampoo market. In U.S., consumers have a high preference for organic beauty care concept mainly due to the skin and environment friendly nature of those products. Moreover, the product demand is driven by strong regulatory framework that limits the use of toxic ingredients in various personal and beauty care products, shampoo being one of them. Asia Pacific is expected to expand at the highest CAGR of 4.2% over the forecast period. In the region, China contributed 34.8% share in 2018 majorly due to significant adoption of chemical free hair products. China is ranked as one of the largest Asian markets for natural based beauty and health care products. The market is expected to be driven by India over the forecast period. As per the recent trends, about 55% of the consumers in India prefer to purchase shampoo with organic attributes.

Organic Shampoo Market Report Highlights

The supermarkets/hypermarkets segment dominated the market with the largest revenue share of 55.6% in 2024.

The online segment is expected to grow at the fastest CAGR over the forecast period, driven by increasing inclination of consumers toward convenient shopping experiences and growing health & wellness awareness trends.

APAC is expected to witness the fastest growth over the forecast period owing to widespread availability and influx of innovative products supported by growing preference for chemical free

products in India

North America accounted for the largest share of 34.4% in 2024, followed by Europe with 24.8% share of the global revenue

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