

# **U.S. Hair Care Products Market Size, Share & Trends Analysis Report By Product (Shampoo, Conditioner, Oils, Serums, Hair Masks), By Gender (Men & Women), By Distribution Channel (Hypermarkets & Supermarkets, Online/ E Commerce), And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **U.S. Hair Care Products Market Growth & Trends**

The U.S. hair care products market size is expected to reach USD 30.06 billion by 2030, and is projected to grow at a CAGR of 6.4% from 2025 to 2030, according to a new report by Grand View Research, Inc. .

One of the primary drivers of the U.S. hair care products market is the growing emphasis on personal grooming and health-conscious lifestyles. Consumers are increasingly aware of the connection between hair health and overall well-being, prompting demand for products that emphasize natural, non-toxic, and dermatologically safe ingredients. The rise in awareness around scalp care, hair damage from styling tools, pollution, and poor diet has resulted in an expanding demand for solutions that offer nourishment, strengthening, and protection.

Moreover, changing social dynamics, including increased participation of women in the workforce and the influence of social media, have contributed to a culture where appearance and grooming are valued across age and gender spectrums. As a result, the U.S. market has witnessed significant growth in product categories like anti-hair fall

treatments, shampoos with biotin and keratin, and oil-infused conditioners. The premium segment is particularly gaining traction as consumers become more willing to invest in products promising tangible results.

Furthermore, the growth of men's grooming products is broadening the consumer base, with more men adopting multi-step hair care routines influenced by trends and brand messaging targeting male consumers.

The growing population of multicultural consumers, particularly African American, Hispanic, and Asian communities, has significantly impacted product development and marketing strategies. These groups often have unique hair textures and care needs, leading to the proliferation of tailored products. Brands are increasingly offering solutions like curl creams, co-washes, edge controls, and sulfate-free products to meet the specific requirements of textured hair.

In addition, there is a rising demand for products free of harsh chemicals that have historically caused damage to natural curls and coils. The natural hair movement, rooted in embracing and maintaining natural textures, continues to push the demand for specialized hair care lines. With consumers actively seeking solutions for specific problems-such as dandruff, hair thinning, color damage, or frizz-brands can differentiate themselves through targeted, results-driven offerings. The intersection of beauty and wellness offers further innovation space: stress-relief hair oils, aromatherapy-infused products, and nutrient-rich leave-ins that address both aesthetic and health concerns.

## U.S. Hair Care Products Market Report Highlights

Based on product, hair shampoos led the market in 2024. The demand for hair shampoo in the U.S. is experiencing sustained growth, driven by a convergence of demographic shifts, evolving consumer preferences, and advancements in product formulation. A growing emphasis on personal hygiene and grooming, reinforced by rising health consciousness, is prompting consumers to incorporate specialized hair care regimens into their daily routines. Moreover, the proliferation of multifunctional shampoos-offering benefits such as scalp treatment, hydration, and damage repair-has expanded the appeal of shampoo products across various age groups and hair types.

Based on gender, the demand for hair care products among men in the U.S. is anticipated to showcase strong growth from 2025 to 2030. The growing demand for hair care products among men is underpinned by a fundamental shift in male

grooming perceptions, lifestyle transformations, and the increasing influence of social and digital media. Contemporary male consumers are progressively embracing personal care as an integral component of their wellness and self-presentation routines. This behavioral shift is catalyzed by heightened awareness of scalp health, hair loss prevention, and aesthetic maintenance, prompting men to seek specialized hair care solutions tailored to their unique needs.

Based on distribution channel, the sales of hair care products through e-commerce platforms are expected to witness strong growth. The growth in sales of hair care products through e-commerce channels is being driven by a confluence of structural, behavioral, and technological factors that are reshaping consumer purchasing dynamics. E-commerce platforms offer unparalleled convenience, product variety, and personalized shopping experiences, which align with the expectations of increasingly time-sensitive and digitally engaged consumers. The ability to compare prices, read reviews, and access detailed product information has enhanced consumer confidence and reduced purchase friction, thereby accelerating online conversion rates.

## **Companies Mentioned**

Procter & Gamble (P&G) Company  
Unilever plc  
L'Oréal USA, Inc.  
Johnson & Johnson Consumer Inc.  
Henkel Corporation  
Revlon Consumer Products Corporation  
The Estée Lauder Companies Inc  
John Paul Mitchell Systems  
Kao Corporation  
Coty Inc.

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