+357 96 030922
info@marketpublishers.com

U.S. Hair Serum Market Size, Share & Trends Analysis Report By Product, By Price Tier, By End User, By Distribution Channel, By Product x End User, Product x Price Tier, Product x Distribution Channel And Segment Forecasts, 2026 - 2033

https://marketpublishers.com/r/U43EE22546ECEN.html
Date: September 2026
Pages: 120
Price: US$ 3,950.00 (Single User License)
ID: U43EE22546ECEN

Abstracts

The U.S. hair serum market size was valued at USD 305.2 million in 2025 and is projected to grow from USD 317.7 million in 2026 to USD 473.6 million by 2033, at a CAGR of 5.9% from 2026 to 2033. The market is driven by growing consumer focus on hair health, scalp care, and damage prevention, alongside rising awareness of concerns such as frizz, dryness, hair fall, and heat or chemical damage.

Increased adoption of at-home haircare routines, premium and specialized formulations, and social-media-driven beauty trends is further encouraging consumers to incorporate targeted hair serums into their daily haircare regimens. Growing adoption of leave-in and treatment-oriented hair products is driving demand for serums. According to YouGov's August 2025 U.S. survey of 1,236 adults, 18% of Americans use serums, masks, or leave-in products, rising to 25% among adults aged 18–34 and 31% among women. The same survey found that 66% of Americans cite hygiene and upkeep as reasons for caring for their hair, while women are particularly likely to seek healthier or better-looking hair, at 72% versus 42% for men.

Growing attention to scalp and hair health is creating demand for products positioned around specific concerns rather than basic styling. In April 2025, Prose launched its Custom Scalp Serum after reporting that 60% of U.S. women identify as having a sensitive scalp. The serum was formulated with 85+ factors that address individual scalp needs and environmental conditions, demonstrating the growing commercialization of concern-specific scalp care in everyday hair-care routines.

+357 96 030922
info@marketpublishers.com

U.S. Hair Serum Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2026 to 2033. For this study, Grand View Research has segmented the U.S. hair serum market report based on product, price tier, end user, and distribution channel:

Product Outlook (Revenue, USD Million, 2021 - 2033)

- Hair Treatment Serum
- Hair Fall Control
- Hair Growth
- Dandruff Control
- Scalp Repair
- Others
- Hair Styling Serum
- Frizz Control
- Smoothing and Straightening
- Heat Protection
- Others

Price Tier Outlook (Revenue, USD Million, 2021 - 2033)

- Mass / Entry
- Mid-Range
- Premium

+357 96 030922
info@marketpublishers.com

- Luxury

End User Outlook (Revenue, USD Million, 2021 - 2033)

- Men
- Women

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

- Supermarkets & Hypermarkets
- Pharmacy & Drug Store
- Online Retail
- Others

Product By End User Outlook (Revenue, USD Million, 2021 - 2033)

- Hair Treatment Serum
  - Men
  - Women
- Hair Styling Serum
  - Men
  - Women

Product By Price Tier Outlook (Revenue, USD Million, 2021 - 2033)

- Hair Treatment Serum
  - Mass / Entry
  - Mid-Range

+357 96 030922
info@marketpublishers.com

Premium

Luxury

Hair Styling Serum

Mass / Entry

Mid-Range

Premium

Luxury

Product By Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Hair Treatment Serum

Supermarkets & Hypermarkets

Pharmacy & Drug Store

Online Retail

Others

Hair Styling Serum

Supermarkets & Hypermarkets

Pharmacy & Drug Store

Online Retail

Others

+357 96 030922
info@marketpublishers.com

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 Snapshot
2.2. Product Outlook
2.3. Price Tier Outlook
2.4. End User Outlook
2.5. Distribution Channel Outlook
2.6. Product by End User Outlook
2.7. Product by Price Tier Outlook
2.8. Product by Distribution Channel Outlook
2.9. Competitive Landscape Snapshot

CHAPTER 3. U.S. HAIR SERUM MARKET VARIABLES, TRENDS & SCOPE

3.1. Market Lineage Outlook
  3.1.1. Parent Market Outlook
3.2. Industry Value Chain Analysis
  3.2.1. Raw Material/Ingredient Trends
  3.2.2. Claims Analysis, 2025
  3.2.3. Sales/Retail Channel Analysis & Trends
3.3. Market Dynamics
  3.3.1. Market Driver Analysis
  3.3.2. Market Restraint Analysis

+357 96 030922
info@marketpublishers.com

3.3.3. Market Opportunities
3.3.4. Market Challenges
3.4. Industry Analysis Tools
3.4.1. Porter’s Five Forces Analysis
3.5. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

4.1. Demographic Analysis
4.1.1. By Age
4.1.2. By Gender
4.1.3. By Income
4.2. Consumer Trends and Preferences
4.3. Factors Affecting Buying Decision
4.4. Consumer Product Adoption
4.5. Observations & Recommendations

CHAPTER 5. U.S. HAIR SERUM MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

5.1. U.S. Hair Serum Market, By Product: Key Takeaways
5.2. Product Movement Analysis & Market Share, 2025 & 2033
5.3. Market Estimates & Forecasts, By Product, 2021 - 2033 (USD Million)
5.3.1. Hair Treatment Serum
5.3.2. Market Estimates and Forecast, 2021 - 2033 (USD Million)
5.3.2.1. Hair Fall Control
5.3.2.1.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
5.3.2.2. Hair Growth
5.3.2.2.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
5.3.2.3. Dandruff Control
5.3.2.3.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
5.3.2.4. Scalp Repair
5.3.2.4.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
5.3.2.5. Others
5.3.2.5.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
5.3.3. Hair Styling Serum
5.3.4. Market Estimates and Forecast, 2021 - 2033 (USD Million)
5.3.5. Frizz Control
5.3.5.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)

+357 96 030922
info@marketpublishers.com

5.3.6. Smoothing and Straightening
5.3.6.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
5.3.7. Heat Protection
5.3.7.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
5.3.8. Others
5.3.8.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)

CHAPTER 6. U.S. HAIR SERUM MARKET: PRICE TIER ESTIMATES & TREND ANALYSIS

6.1. U.S. Hair Serum Market, By Price Tier: Key Takeaways
6.2. Price Tier Movement Analysis & Market Share, 2025 & 2033
6.3. Market Estimates & Forecasts, by Price Tier, 2021 - 2033 (USD Million)
6.3.1. Mass/Entry
6.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
6.3.2. Mid-range
6.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
6.3.3. Premium
6.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
6.3.4. Luxury
6.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 7. U.S. HAIR SERUM MARKET: END USER ESTIMATES & TREND ANALYSIS

7.1. U.S. Hair Serum Market, By End User: Key Takeaways
7.2. End User Movement Analysis & Market Share, 2025 & 2033
7.3. Market Estimates & Forecasts, by End User, 2021 - 2033 (USD Million)
7.3.1. Men
7.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
7.3.2. Women
7.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 8. U.S. HAIR SERUM MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

8.1. U.S. Hair Serum Market, By Distribution Channel: Key Takeaways
8.2. Distribution Channel Movement Analysis & Market Share, 2025 & 2033
8.3. Market Estimates & Forecasts, By Distribution Channel, 2021 - 2033 (USD Million)

+357 96 030922
info@marketpublishers.com

8.3.1. Hypermarkets & Supermarkets
8.3.1.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
8.3.2. Pharmacies & Drugstores
8.3.2.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
8.3.3. Online Retail
8.3.3.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
8.3.4. Others
8.3.4.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)

CHAPTER 9. U.S. HAIR SERUM MARKET: PRODUCT BY END USER ESTIMATES & TREND ANALYSIS

9.1. U.S. Hair Serum Market, By Product By End User: Key Takeaways
9.2. Product By End User Movement Analysis & Market Share, 2025 & 2033
9.3. Market Estimates & Forecasts, By Product By End User, 2021 - 2033 (USD Million)
9.3.1. Hair Treatment Serum
9.3.1.1. Women
9.3.1.1.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
9.3.1.2. Men
9.3.1.2.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
9.3.2. Hair Styling Serum
9.3.2.1. Women
9.3.2.1.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
9.3.2.2. Men
9.3.2.2.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)

CHAPTER 10. U.S. HAIR SERUM MARKET: PRODUCT BY PRICE TIER ESTIMATES & TREND ANALYSIS

10.1. U.S. Hair Serum Market, By Product By Price Tier: Key Takeaways
10.2. Product By Price Tier Movement Analysis & Market Share, 2025 & 2033
10.3. Market Estimates & Forecasts, By Product By Price Tier, 2021 - 2033 (USD Million)
10.3.1. Hair Treatment Serum
10.3.1.1. Mass / Entry
10.3.1.1.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
10.3.1.2. Mid-Range
10.3.1.2.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
10.3.1.3. Premium

+357 96 030922
info@marketpublishers.com

10.3.1.3.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
10.3.1.4. Luxury
10.3.1.4.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
10.3.2. Hair Styling Serum
10.3.2.1. Mass / Entry
10.3.2.1.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
10.3.2.2. Mid-Range
10.3.2.2.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
10.3.2.3. Premium
10.3.2.3.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
10.3.2.4. Luxury
10.3.2.4.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)

CHAPTER 11. U.S. HAIR SERUM MARKET: PRODUCT BY DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

11.1. U.S. Hair Serum Market, By Product, By Distribution Channel: Key Takeaways
11.2. Product By Distribution Channel Movement Analysis & Market Share, 2025 & 2033
11.3. Market Estimates & Forecasts, By Product, By Distribution Channel, 2021 - 2033 (USD Million)
11.3.1. Hair Treatment Serum
11.3.1.1. Supermarkets & Hypermarkets
11.3.1.1.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
11.3.1.2. Pharmacy & Drug Store
11.3.1.2.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
11.3.1.3. Online Retail
11.3.1.3.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
11.3.1.4. Others
11.3.1.4.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
11.3.2. Hair Styling Serum
11.3.2.1. Supermarkets & Hypermarkets
11.3.2.1.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
11.3.2.2. Pharmacy & Drug Store
11.3.2.2.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
11.3.2.3. Online Retail
11.3.2.3.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)
11.3.2.4. Others
11.3.2.4.1. Market Estimates and Forecast, 2021 - 2033 (USD Million)

+357 96 030922
info@marketpublishers.com

CHAPTER 12. COMPETITIVE ANALYSIS

12.1. Recent developments & impact analysis, by key market participants
12.2. Company Categorization
12.3. Participant’s Overview
12.4. Financial Performance
12.5. Product Portfolios
12.6. Company Market Share Analysis, (%) 2025
12.7. Company Heat Map Analysis, 2025
12.8. Strategy Mapping
12.9. Company Profiles
12.9.1. L’Or?al S.A.
12.9.1.1. Company Overview
12.9.1.2. Financial Performance
12.9.1.3. Product Portfolios
12.9.1.4. Strategic Initiatives
12.9.2. Procter & Gamble Company
12.9.2.1. Company Overview
12.9.2.2. Financial Performance
12.9.2.3. Product Portfolios
12.9.2.4. Strategic Initiatives
12.9.3. Unilever PLC
12.9.3.1. Company Overview
12.9.3.2. Financial Performance
12.9.3.3. Product Portfolios
12.9.3.4. Strategic Initiatives
12.9.4. Henkel AG & Co. KGaA
12.9.4.1. Company Overview
12.9.4.2. Financial Performance
12.9.4.3. Product Portfolios
12.9.4.4. Strategic Initiatives
12.9.5. Kao Corporation
12.9.5.1. Company Overview
12.9.5.2. Financial Performance
12.9.5.3. Product Portfolios
12.9.5.4. Strategic Initiatives
12.9.6. Moroccanoil, Inc.
12.9.6.1. Company Overview

+357 96 030922
info@marketpublishers.com

12.9.6.2. Financial Performance
12.9.6.3. Product Portfolios
12.9.6.4. Strategic Initiatives
12.9.7. Olaplex Holdings, Inc.
12.9.7.1. Company Overview
12.9.7.2. Financial Performance
12.9.7.3. Product Portfolios
12.9.7.4. Strategic Initiatives
12.9.8. The Est?e Lauder Companies Inc.
12.9.8.1. Company Overview
12.9.8.2. Financial Performance
12.9.8.3. Product Portfolios
12.9.8.4. Strategic Initiatives
12.9.9. John Paul Mitchell Systems
12.9.9.1. Company Overview
12.9.9.2. Financial Performance
12.9.9.3. Product Portfolios
12.9.9.4. Strategic Initiatives
12.9.10. Briogeo Hair Care
12.9.10.1. Company Overview
12.9.10.2. Financial Performance
12.9.10.3. Product Portfolios
12.9.10.4. Strategic Initiatives

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1 U.S. hair serum market: Key market driver analysis
Table 2 U.S. hair serum market: Key market restraint analysis
Table 3 U.S. hair serum market estimates & forecast, by product, 2021 - 2033 (USD Million)
Table 4 U.S. hair serum market estimates & forecast, by price tier, 2021 - 2033 (USD Million)
Table 5 U.S. hair serum market estimates & forecast, by end user, 2021 - 2033 (USD Million)
Table 6 U.S. hair serum market estimates & forecast, by distribution channel, 2021 - 2033 (USD Million)
Table 7 U.S. hair serum market estimates & forecast, by product by end user, 2021 - 2033 (USD Million)
Table 8 U.S. hair serum market estimates & forecast, by product by price tier, 2021 - 2033 (USD Million)
Table 9 U.S. hair serum market estimates & forecast, by product by distribution channel, 2021 - 2033 (USD Million)
Table 10 Recent developments & impact analysis, by key market participants
Table 11 Company market share, 2025 (%)
Table 12 Company heat map analysis, 2025
Table 13 Companies implementing key strategies

+357 96 030922
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Fig. 1 U.S. hair serum market segmentation
Fig. 2 Information procurement
Fig. 3 Primary research pattern
Fig. 4 Primary research approaches
Fig. 5 Primary research process
Fig. 6 Market snapshot
Fig. 7 Segment snapshot
Fig. 8 Competitive landscape snapshot
Fig. 9 Parent industry and U.S. hair serum market size, 2025 (USD Million)
Fig. 10 U.S. hair serum market: Value chain analysis
Fig. 11 U.S. hair serum market: Dynamics
Fig. 12 U.S. hair serum market: Porter’s five forces analysis
Fig. 13 U.S. hair serum market, by product: Key takeaways
Fig. 14 U.S. hair serum market: Product movement analysis, 2025 & 2033 (%)
Fig. 15 U.S. hair treatment serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 16 U.S. hair fall control serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 17 U.S. hair growth serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 18 U.S. dandruff control serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 19 U.S. scalp repair serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 20 U.S. others serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 21 U.S. hair styling serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 22 U.S. frizz control serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 23 U.S. smoothing and straightening serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 24 U.S. heat protection serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 25 U.S. Other serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 26 U.S. hair serum market, by price tier: Key takeaways
Fig. 27 U.S. hair serum market: Price tier movement analysis, 2025 & 2033 (%)
Fig. 28 U.S. mass hair serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 29 U.S. mid-range hair serum market estimates & forecast, 2021 - 2033 (USD Million)

+357 96 030922
info@marketpublishers.com

Fig. 30 U.S. premium hair serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 31 U.S. luxury hair serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 32 U.S. hair serum market, by end user: Key takeaways
Fig. 33 U.S. hair serum market: End user movement analysis, 2025 & 2033 (%)
Fig. 34 U.S. men's hair serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 35 U.S. women's hair serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 36 U.S. hair serum market, by distribution channel: Key takeaways
Fig. 37 U.S. hair serum market: Distribution Channel movement analysis, 2025 & 2033 (%)
Fig. 38 U.S. hair serum market estimates & forecast through hypermarket & supermarket, 2021 - 2033 (USD Million)
Fig. 39 U.S. hair serum market estimates & forecast through pharmacies & drugstores, 2021 - 2033 (USD Million)
Fig. 40 U.S. hair serum market estimates & forecast through online retail channels, 2021 - 2033 (USD Million)
Fig. 41 U.S. hair serum market estimates & forecast through other channels, 2021 - 2033 (USD Million)
Fig. 42 U.S. hair serum market, by product by end user: Key takeaways
Fig. 43 U.S. hair serum market: Product by end user movement analysis, 2025 & 2033 (%)
Fig. 44 U.S. hair treatment serum for men market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 45 U.S. hair treatment serum for women market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 46 U.S. hair styling serum for men market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 47 U.S. hair styling serum for women market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 48 U.S. hair serum market, by product by distribution channel: Key takeaways
Fig. 49 U.S. hair serum market: Product by distribution channel movement analysis, 2025 & 2033 (%)
Fig. 50 U.S. hair treatment serum market estimates & forecast through hypermarket & supermarket, 2021 - 2033 (USD Million)
Fig. 51 U.S. hair treatment serum market estimates & forecast through pharmacies & drugstores, 2021 - 2033 (USD Million)
Fig. 52 U.S. hair treatment serum market estimates & forecast through online retail channels, 2021 - 2033 (USD Million)

+357 96 030922
info@marketpublishers.com

Fig. 53 U.S. hair treatment serum market estimates & forecast through other channels, 2021 - 2033 (USD Million)
Fig. 54 U.S. hair styling serum market estimates & forecast through hypermarket & supermarket, 2021 - 2033 (USD Million)
Fig. 55 U.S. hair styling serum market estimates & forecast through pharmacies & drugstores, 2021 - 2033 (USD Million)
Fig. 56 U.S. hair styling serum market estimates & forecast through online retail channels, 2021 - 2033 (USD Million)
Fig. 57 U.S. hair styling serum market estimates & forecast through other channels, 2021 - 2033 (USD Million)
Fig. 58 U.S. hair serum market, by product by price tier: Key takeaways
Fig. 59 U.S. hair serum market: Product by price tier movement analysis, 2025 & 2033 (%)
Fig. 60 U.S. mass/entry hair treatment serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 61 U.S. mid-range hair treatment serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 62 U.S. premium hair treatment serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 63 U.S. luxury hair treatment serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 64 U.S. mass/entry hair styling serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 65 U.S. mid-range hair styling serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 66 U.S. premium hair styling serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 67 U.S. luxury hair styling serum market estimates & forecast, 2021 - 2033 (USD Million)
Fig. 68 Key company categorization
Fig. 69 Company market share analysis, 2025 (%)
Fig. 70 Strategic framework of the U.S. hair serum market

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: U.S. Hair Serum Market Size, Share & Trends Analysis Report By Product, By Price Tier, By End User, By Distribution Channel, By Product x End User, Product x Price Tier, Product x Distribution Channel And Segment Forecasts, 2026 - 2033

Product link: https://marketpublishers.com/r/U43EE22546ECEN.html

Price: US$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/U43EE22546ECEN.html