+357 96 030922
info@marketpublishers.com

U.S. Hair Shampoo Market Size, Share & Trends Analysis Report By Product (Medicated, Non-Medicated Shampoo), By Price Range (Mass, Mid-Range, Premium), By Gender (Men, Women), By Distribution Channel (Hypermarkets & Supermarkets, Specialty Beauty Stores), And Segment Forecasts, 2026 - 2033

https://marketpublishers.com/r/U9928A6269DFEN.html
Date: September 2026
Pages: 120
Price: US$ 3,950.00 (Single User License)
ID: U9928A6269DFEN

Abstracts

The U.S. hair shampoo market size was valued at USD 9.5 billion in 2025 and is projected to grow from USD 10.0 billion in 2026 to USD 15.2 billion by 2033, at a CAGR of 6.0% from 2026 to 2033. Shampoo remains a core and highly penetrated haircare category, supported by its routine-driven consumption and widespread availability across mass retailers, drugstores,

The category is shifting beyond basic cleansing, with consumers increasingly seeking products tailored to specific scalp, hair, and styling needs, including dandruff control, scalp health, damage repair, dryness, frizz management, color protection, thinning hair, and textured hair care. Product offerings therefore range from everyday cleansing and moisturizing shampoos to anti-dandruff, strengthening, volumizing, color-protecting, sulfate-free, textured-hair, and premium salon formulations, reflecting growing segmentation and specialization within the category.

The strongest structural shift within shampoo is toward scalp health and targeted hair concerns. Circana reported that U.S. prestige haircare sales increased 6% to USD 2.3 billion in 2025, with shampoos and conditioners recording single-digit growth, while scalp care expanded 19%. This indicates that shampoo is increasingly being positioned as part of a broader scalp-and-hair treatment regimen rather than solely as a cleansing

+357 96 030922
info@marketpublishers.com

product. The trend is visible in product innovation, such as CeraVe entering haircare with an anti-dandruff range, while L'Or?al Paris Elvive expanded its portfolio with Growth Booster, positioned around hair loss and hair growth.

Key trend in the U.S. shampoo market is the shift toward scalp-health and treatment-oriented formulations, as shampoo increasingly serves as the first step in a broader hair-health routine. This trend is encouraging shampoo brands to incorporate skincare-inspired ingredients and claims, including glycolic acid, hyaluronic acid, peptides, ceramides, and microbiome-focused technologies. L'Or?al's Glycolic Gloss franchise, for example, uses glycolic acid in haircare, while CeraVe expanded into haircare with an anti-dandruff range, bringing its dermatological positioning into the shampoo category. L'Or?al also reported that its North American haircare momentum in 2025 was led by L'Or?al Paris Elvive and Ever, demonstrating how established shampoo franchises are using targeted innovation to capture demand for more specialized hair solutions.

Innovation is also pushing shampoo toward more specialized hair types and ingredient-led benefits. L'Or?al reported that its haircare business advanced in the double digits in 2025 and was the largest contributor to growth in its Consumer Products Division, with North American momentum led by L'Or?al Paris Elvive and Ever. New launches such as Garnier Fructis Curl Method targeted curly-hair needs, while Elvive's Growth Booster addressed hair-growth concerns. At the premium end, K?rastase delivered another year of double-digit global growth, supported by new treatment-oriented launches, illustrating how shampoo brands are increasingly competing on formulation technology and complete haircare routines rather than on cleansing performance alone.

The competitive landscape, therefore, spans high-volume everyday shampoos and increasingly specialized premium propositions. P&G's Beauty portfolio includes Head & Shoulders, Herbal Essences, Pantene, and Rejoice, covering dandruff care, mainstream cleansing, conditioning-led propositions, and multiple price tiers. Meanwhile, L'Or?al's U.S. portfolio combines mass-market Elvive and Garnier with professional brands such as K?rastase and Redken. The breadth of these portfolios reflects the fragmented nature of shampoo demand, in which brands compete across price, hair type, scalp condition, ingredient profiles, efficacy claims, and professional positioning rather than through a single standardized shampoo proposition.

U.S. Hair Shampoo Market Report Segmentation

This report forecasts revenue growth at country level and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2026 to 2033. For this

+357 96 030922
info@marketpublishers.com

study, Grand View Research has segmented the U.S. hair shampoo market report based on the product, price tier, gender, and distribution channel.

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

Medicated

Non-Medicated

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

Mass

Mid-Range

Premium

Gender Outlook (Revenue, USD Billion, 2021 - 2033)

Men

Women

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

Hypermarkets & Supermarkets

Specialty Beauty Stores

Pharmacies & Drugstores

Online/E-commerce

Others

This report can be delivered to the clients within 3 Business Days

+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. Gender Outlook
2.5. Distribution Channel Outlook
2.6. Competitive Landscape Snapshot

CHAPTER 3. U.S. HAIR SHAMPOO 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
  3.3.3. Market Opportunities
  3.3.4. Market Challenges
3.4. Industry Analysis Tools

+357 96 030922
info@marketpublishers.com

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 SHAMPOO MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

5.1. U.S. Hair Shampoo Market, By Product: Key Takeaways
5.2. Product Movement Analysis & Market Share, 2025 & 2033
5.3. Market Estimates & Forecasts, By Product, 2021 - 2033 (USD Billion)
5.3.1. Medicated
5.3.1.1. Market Estimates and Forecast, 2021 - 2033 (USD Billion)
5.3.2. Non-medicated
5.3.2.1. Market Estimates and Forecast, 2021 - 2033 (USD Billion)

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

6.1. U.S. Hair Shampoo 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 Billion)
6.3.1. Mass
6.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
6.3.2. Mid-range
6.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
6.3.3. Premium
6.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 7. U.S. HAIR SHAMPOO MARKET: GENDER ESTIMATES & TREND

+357 96 030922
info@marketpublishers.com

ANALYSIS

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

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

8.1. U.S. Hair Shampoo 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 Billion)
8.3.1. Hypermarkets & Supermarkets
8.3.1.1. Market Estimates and Forecast, 2021 - 2033 (USD Billion)
8.3.2. Specialty Beauty Stores
8.3.2.1. Market Estimates and Forecast, 2021 - 2033 (USD Billion)
8.3.3. Pharmacies & Drugstores
8.3.3.1. Market Estimates and Forecast, 2021 - 2033 (USD Billion)
8.3.4. Online/E-commerce
8.3.4.1. Market Estimates and Forecast, 2021 - 2033 (USD Billion)
8.3.5. Others
8.3.5.1. Market Estimates and Forecast, 2021 - 2033 (USD Billion)

CHAPTER 9. COMPETITIVE ANALYSIS

9.1. Recent developments & impact analysis, by key market participants
9.2. Company Categorization
9.3. Participant’s Overview
9.4. Financial Performance
9.5. Product Portfolios
9.6. Company Market Share Analysis, (%) 2025
9.7. Company Heat Map Analysis, 2025
9.8. Strategy Mapping
9.9. Company Profiles
9.9.1. Procter & Gamble (P&G)

+357 96 030922
info@marketpublishers.com

9.9.1.1. Company Overview
9.9.1.2. Financial Performance
9.9.1.3. Product Portfolios
9.9.1.4. Strategic Initiatives
9.9.2. Unilever plc
9.9.2.1. Company Overview
9.9.2.2. Financial Performance
9.9.2.3. Product Portfolios
9.9.2.4. Strategic Initiatives
9.9.3. L'Or?al USA, Inc.
9.9.3.1. Company Overview
9.9.3.2. Financial Performance
9.9.3.3. Product Portfolios
9.9.3.4. Strategic Initiatives
9.9.4. Henkel Corporation
9.9.4.1. Company Overview
9.9.4.2. Financial Performance
9.9.4.3. Product Portfolios
9.9.4.4. Strategic Initiatives
9.9.5. Kao Corporation
9.9.5.1. Company Overview
9.9.5.2. Financial Performance
9.9.5.3. Product Portfolios
9.9.5.4. Strategic Initiatives
9.9.6. Kenvue Inc.
9.9.6.1. Company Overview
9.9.6.2. Financial Performance
9.9.6.3. Product Portfolios
9.9.6.4. Strategic Initiatives
9.9.7. Church & Dwight Co., Inc.
9.9.7.1. Company Overview
9.9.7.2. Financial Performance
9.9.7.3. Product Portfolios
9.9.7.4. Strategic Initiatives
9.9.8. Colgate-Palmolive Company
9.9.8.1. Company Overview
9.9.8.2. Financial Performance
9.9.8.3. Product Portfolios
9.9.8.4. Strategic Initiatives

+357 96 030922
info@marketpublishers.com

9.9.9. John Paul Mitchell Systems
9.9.9.1. Company Overview
9.9.9.2. Financial Performance
9.9.9.3. Product Portfolios
9.9.9.4. Strategic Initiatives
9.9.10. Wella Company
9.9.10.1. Company Overview
9.9.10.2. Financial Performance
9.9.10.3. Product Portfolios
9.9.10.4. Strategic Initiatives

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1 U.S. Hair Shampoo Market: Key Market Driver Analysis
Table 2 U.S. Hair Shampoo Market: Key Market Restraint Analysis
Table 3 U.S. Hair Shampoo Market Estimates & Forecast, By Product, 2021 - 2033 (USD Billion)
Table 4 U.S. Hair Shampoo Market Estimates & Forecast, By Price Tier, 2021 - 2033 (USD Billion)
Table 5 U.S. Hair Shampoo Market Estimates & Forecast, By Gender, 2021 - 2033 (USD Billion)
Table 6 U.S. Hair Shampoo Market Estimates & Forecast, By Distribution Channel, 2021 - 2033 (USD Billion)
Table 7 Recent Developments & Impact Analysis, By Key Market Participants
Table 8 Company Market Share, 2025 (%)
Table 9 Company Heat Map Analysis, 2025
Table 10 Companies Implementing Key Strategies

+357 96 030922
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Fig. 1 U.S. Hair Shampoo 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 Shampoo Market Size, 2025 (USD Billion)
Fig. 10 U.S. Hair Shampoo Market: Value Chain Analysis
Fig. 11 U.S. Hair Shampoo Market: Dynamics
Fig. 12 U.S. Hair Shampoo Market: Porter’s Five Forces Analysis
Fig. 13 U.S. Hair Shampoo Market, By Product: Key Takeaways
Fig. 14 U.S. Hair Shampoo Market: Product Movement Analysis, 2025 & 2033 (%)
Fig. 15 U.S. Medicated Hair Shampoo Market Estimates & Forecast, 2021 - 2033 (USD Billion)
Fig. 16 U.S. Non-Medicated Shampoo Market Estimates & Forecast, 2021 - 2033 (USD Billion)
Fig. 17 U.S. Hair Oils Market Estimates & Forecast, 2021 - 2033 (USD Billion)
Fig. 18 U.S. Hair Shampoo Market, By Price Tier: Key Takeaways
Fig. 19 U.S. Hair Shampoo Market: Price Tier Movement Analysis, 2025 & 2033 (%)
Fig. 20 U.S. Mass Hair Shampoo Market Estimates & Forecast, 2021 - 2033 (USD Billion)
Fig. 21 U.S. Mid-Range Hair Shampoo Market Estimates & Forecast, 2021 - 2033 (USD Billion)
Fig. 22 U.S. Premium Hair Shampoo Market Estimates & Forecast, 2021 - 2033 (USD Billion)
Fig. 23 U.S. Hair Shampoo Market, By Gender: Key Takeaways
Fig. 24 U.S. Hair Shampoo Market: Gender Movement Analysis, 2025 & 2033 (%)
Fig. 25 U.S. Men’s Hair Shampoo Market Estimates & Forecast, 2021 - 2033 (USD Billion)
Fig. 26 U.S. Women’s Hair Shampoo Market Estimates & Forecast, 2021 - 2033 (USD Billion)
Fig. 27 U.S. Hair Shampoo Market, By Distribution Channel: Key Takeaways
Fig. 28 U.S. Hair Shampoo Market: Distribution Channel Movement Analysis, 2025 &

+357 96 030922
info@marketpublishers.com

2033 (%)
Fig. 29 U.S. Hair Shampoo Market Estimates & Forecast Through Hypermarket & Supermarket, 2021 - 2033 (USD Billion)
Fig. 30 U.S. Hair Shampoo Market Estimates & Forecast Through Specialty Beauty Stores, 2021 - 2033 (USD Billion)
Fig. 31 U.S. Hair Shampoo Market Estimates & Forecast Through Pharmacies & Drugstores, 2021 - 2033 (USD Billion)
Fig. 32 U.S. Hair Shampoo Market Estimates & Forecast Through Online/E-Commerce Channels, 2021 - 2033 (USD Billion)
Fig. 33 U.S. Hair Shampoo Market Estimates & Forecast Through Other Channels, 2021 - 2033 (USD Billion)
Fig. 34 Key Company Categorization
Fig. 35 Company Market Share Analysis, 2025 (%)
Fig. 36 Strategic Framework Of The U.S. Hair Shampoo Market

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: U.S. Hair Shampoo Market Size, Share & Trends Analysis Report By Product (Medicated, Non-Medicated Shampoo), By Price Range (Mass, Mid-Range, Premium), By Gender (Men, Women), By Distribution Channel (Hypermarkets & Supermarkets, Specialty Beauty Stores), And Segment Forecasts, 2026 - 2033

Product link: https://marketpublishers.com/r/U9928A6269DFEN.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/U9928A6269DFEN.html