

Hair Conditioner Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global hair conditioner market size reached US\$ 12.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 19.4 Billion by 2028, exhibiting a growth rate (CAGR) of 7.1% during 2023-2028.

Hair conditioner is a hair care product used to improve the texture of the hair. It comprises various moisturizing ingredients, such as oils, silicones, humectants, butter, and emollients, which nourish and replenish hair with moisture. It reduces friction between strands of hair and makes brushing easier after hair wash. It also promotes healthy hair growth and provides a heat protection barrier to hair. In addition, it protects hair shafts from damage caused by regular bleaching, coloring, and styling with hot tools. Hair conditioner offers several benefits, such as taming flyaway hair, improving manageability, preventing hair breakage, and reducing fiber hydrophilicity and split ends.

Hair Conditioner Market Trends:

At present, the growing awareness among the masses about the benefits of hair conditioners represents one of the key factors propelling the market growth. Besides this, there is a rise in the demand for hair conditioners due to increasing levels of pollution across the globe. This, along with the escalating demand for hair conditioners among working women for dealing with unmanaged hair, is contributing to the growth of the market. Moreover, there is an increase in the utilization of chemical treatments to alter the style, texture, and color of the hair. This, coupled with the growing employment

of hair conditioners to repair damaged hair, is positively influencing the market. In addition, key market players are investing in research and development (R&D) activities to introduce natural and organic haircare products. They are also focusing on marketing strategies to boost their product sales. Apart from this, the rising prevalence of dandruff, dry and itchy scalp, hair loss, and dull hair among the masses is bolstering the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global hair conditioner market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, distribution channel and end user.

Breakup by Type:

Rinse-out

Leave-in

Deep

Others

Breakup by Distribution Channel:

Specialty Stores

Hypermarkets and Supermarkets

Drug Stores or Pharmacy

Mass Merchandiser

Department Stores

Mono-brand Stores

Online Stores

Breakup by End User:

Women

Men

Kids

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Amway Corp., Henkel AG & Co. KGaA, Johnson & Johnson, Kao Corporation, L'Oréal S.A., Marico Limited, Natura & Co, Oriflame Cosmetics AG, Procter & Gamble Company, The Estée Lauder Companies Inc. and Unilever plc.

Key Questions Answered in This Report

1. How big is the global hair conditioner market?
2. What is the expected growth rate of the global hair conditioner market during 2023-2028?
3. What are the key factors driving the global hair conditioner market?
4. What has been the impact of COVID-19 on the global hair conditioner market?

5. What is the breakup of the global hair conditioner market based on the type?
6. What is the breakup of the global hair conditioner market based on the distribution channel?
7. What is the breakup of the global hair conditioner market based on end user?
8. What are the key regions in the global hair conditioner market?
9. Who are the key players/companies in the global hair conditioner market?

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