

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

<https://marketpublishers.com/r/HA20E90ECEACEN.html>

Date: November 2023

Pages: 147

Price: US\$ 2,499.00 (Single User License)

ID: HA20E90ECEACEN

Abstracts

The global hair mask market size reached US\$ 661.3 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 876.2 Million by 2028, exhibiting a growth rate (CAGR) of 4.80% during 2022-2028.

A hair mask refers to a deep conditioning treatment used to nourish and strengthen hair. It assists in reducing hair fall and damage, maintaining a healthy scalp, and ensuring shinier, softer and manageable hair. It also aids in protecting heat-damaged, chemically colored, curly, and aging hair. It is generally made using bananas, eggs, avocado oil, honey, coconut oil, olive oil, and aloe vera. At present, it is easily available in cream and clay-based formulas that can be applied on dry, damaged, frizzy, and long hair. As a result, it is gaining immense traction around the world.

Hair Mask Market Trends:

Due to rapid urbanization and industrialization, pollution levels are rising across the globe. This represents one of the key factors strengthening the market growth. Hair masks boost hair growth, enhance texture, and maintain the density of hair. They also help in controlling the damage caused by excessive usage of harsh shampoos, chemical treatments, and heating tools, such as hair straighteners, curlers, and blow dryers. Consequently, their demand is increasing, especially among the millennial population, across the globe. Moreover, there is a considerable increase in online beauty tutorials that are encouraging consumers to use these products in the comforts of their homes. This, along with their ability to treat dandruff, and hair loss, is influencing their sales positively worldwide. Furthermore, leading players are using organic and silicone-free product variants to expand their consumer base, which is impelling the growth of the market. The market is also propelled by the boosting sales of smartphones and the rising sales of hair masks through e-commerce platforms on

account of their benefits like cash backs, discounts and wide product range.

Key Market Segmentation:

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

Breakup by Nature:

- Natural
- Organic
- Synthetic

Breakup by End User:

- Individual
- Commercial

Breakup by Distribution Channel:

- Online
- Offline

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 Aveda Corp. (The Est?e Lauder Companies Inc.), COBIO SA, Coty Inc., Davines S.p.A, Kao Corporation, Leonor Greyl USA, L'Or?al S.A., Procter & Gamble, Revlon Inc. (MacAndrews & Forbes Incorporated), Shiseido Company Limited and Unilever plc.

Key Questions Answered in This Report

1. How big is the global hair mask market?
2. What is the expected growth rate of the global hair mask market during 2023-2028?
3. What are the key factors driving the global hair mask market?
4. What has been the impact of COVID-19 on the global hair mask market?
5. What is the breakup of the global hair mask market based on the nature?
6. What is the breakup of the global hair mask market based on the end user?
7. What is the breakup of the global hair mask market based on the distribution channel?
8. What are the key regions in the global hair mask market?
9. Who are the key players/companies in the global hair mask market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL HAIR MASK MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY NATURE

- 6.1 Natural
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Organic
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Synthetic

6.3.1 Market Trends

6.3.2 Market Forecast

7 MARKET BREAKUP BY END USER

7.1 Individual

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Commercial

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

8.1 Online

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Offline

8.2.1 Market Trends

8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

- 9.2.3.2 Market Forecast
- 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Aveda Corp. (The Est?e Lauder Companies Inc.)

14.3.1.1 Company Overview

- 14.3.1.2 Product Portfolio
- 14.3.2 COBIO SA
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
- 14.3.3 Coty Inc.
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
 - 14.3.3.4 SWOT Analysis
- 14.3.4 Davines S.p.A
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
- 14.3.5 Kao Corporation
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.5.3 Financials
 - 14.3.5.4 SWOT Analysis
- 14.3.6 Leonor Greyl USA
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
- 14.3.7 L'Oréal S.A.
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.7.3 Financials
 - 14.3.7.4 SWOT Analysis
- 14.3.8 Procter & Gamble
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.8.3 Financials
 - 14.3.8.4 SWOT Analysis
- 14.3.9 Revlon Inc. (MacAndrews & Forbes Incorporated)
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
 - 14.3.9.3 Financials
 - 14.3.9.4 SWOT Analysis
- 14.3.10 Shiseido Company Limited
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
 - 14.3.10.3 Financials

- 14.3.10.4 SWOT Analysis
- 14.3.11 Unilever plc
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio
 - 14.3.11.3 Financials

List Of Tables

LIST OF TABLES

Table 1: Global: Hair Mask Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Hair Mask Market Forecast: Breakup by Nature (in Million US\$), 2023-2028

Table 3: Global: Hair Mask Market Forecast: Breakup by End User (in Million US\$), 2023-2028

Table 4: Global: Hair Mask Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 5: Global: Hair Mask Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Hair Mask Market: Competitive Structure

Table 7: Global: Hair Mask Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Hair Mask Market: Major Drivers and Challenges

Figure 2: Global: Hair Mask Market: Sales Value (in Million US\$), 2017-2022

Figure 3: Global: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 4: Global: Hair Mask Market: Breakup by Nature (in %), 2022

Figure 5: Global: Hair Mask Market: Breakup by End User (in %), 2022

Figure 6: Global: Hair Mask Market: Breakup by Distribution Channel (in %), 2022

Figure 7: Global: Hair Mask Market: Breakup by Region (in %), 2022

Figure 8: Global: Hair Mask (Natural) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Hair Mask (Natural) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Hair Mask (Organic) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Hair Mask (Organic) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Hair Mask (Synthetic) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Hair Mask (Synthetic) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Hair Mask (Individual) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Hair Mask (Individual) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Hair Mask (Commercial) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Hair Mask (Commercial) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Hair Mask (Online) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Hair Mask (Online) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Hair Mask (Offline) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Hair Mask (Offline) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: North America: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: North America: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: United States: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: United States: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Canada: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Canada: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Asia-Pacific: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Asia-Pacific: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: China: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: China: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Japan: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Japan: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: India: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: India: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: South Korea: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: South Korea: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Australia: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Australia: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Indonesia: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Indonesia: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Others: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Others: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Europe: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Europe: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Germany: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Germany: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: France: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: France: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: United Kingdom: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: United Kingdom: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028

- Figure 52: Italy: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 53: Italy: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 54: Spain: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 55: Spain: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 56: Russia: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 57: Russia: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 58: Others: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 59: Others: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 60: Latin America: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 61: Latin America: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 62: Brazil: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 63: Brazil: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 64: Mexico: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 65: Mexico: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 66: Others: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 67: Others: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 68: Middle East and Africa: Hair Mask Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 69: Middle East and Africa: Hair Mask Market: Breakup by Country (in %), 2022
- Figure 70: Middle East and Africa: Hair Mask Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 71: Global: Hair Mask Industry: SWOT Analysis
- Figure 72: Global: Hair Mask Industry: Value Chain Analysis
- Figure 73: Global: Hair Mask Industry: Porter's Five Forces Analysis

I would like to order

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

Product link: <https://marketpublishers.com/r/HA20E90ECEACEN.html>

Price: US\$ 2,499.00 (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/HA20E90ECEACEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

