

Hair Mask Market Report by Nature (Natural, Organic, Synthetic), End User (Individual, Commercial), Distribution Channel (Online, Offline), and Region 2024-2032

<https://marketpublishers.com/r/H6EE7FB90A48EN.html>

Date: August 2024

Pages: 138

Price: US\$ 3,509.00 (Single User License)

ID: H6EE7FB90A48EN

Abstracts

The global hair mask market size reached US\$ 693.1 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 993.3 Million by 2032, exhibiting a growth rate (CAGR) of 4% during 2024-2032.

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 2024-2032. 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 2024-2032?
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?

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