

Hair Oil Market Report by Type (Light Hair Oil, Heavy Hair Oil, Cooling Hair Oil, and Others), Product Type (Coconut Oil, Almond Oil, Argan Oil, and Others), Category (Non-Medicated, Medicated), Application (Individual, Commercial), Distribution Channel (Hypermarkets and Supermarkets, Pharmacies, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global hair oil market size reached US\$ 4.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 6.1 Billion by 2032, exhibiting a growth rate (CAGR) of 3.7% during 2024-2032. The rising prevalence of numerous hair issues among the masses, the increasing preference for non-sticky hair oils, and the growing health consciousness resulting in the rising usage of medicated oils represent some of the key factors driving the market.

Hair oil is an oil-based personal care product that is designed to improve the condition of the hair. Besides nurturing the scalp and hair, it is also used as a conditioner, style aid, and healing tonic for hair, which helps avoid hair fall, dandruff, and other hair problems. Many commercial and traditional hair oils are manufactured using vegetable and mineral oils as base oils. The extracts used in hair oils can include holy basil, rosemary and aloe vera, among others, and can also be customized according to the hair type of the user. In addition to treating hair loss, premature greying, and dandruff, it also offers comprehensive treatment for all hair-related issues. Additionally, medicated hair oils promote regrowth, improve blood flow to the scalp, provide strength and shine, and ensure a calming effect after use. Using hair oils on hair that is severely impacted by dust and pollution helps eliminate frizz and damage.



Hair Oil Market Trends:

A considerable rise in the prevalence of hair related issues and diseases, such as alopecia areata, telogen effluvium, dandruff and scalp inflammations, is a significant factor driving the market. This can be attributed to the increasing levels of stress and exposure to environmental pollution. In line with this, the rapidly changing hair fashion trends are also propelling the demand for various hair care products, which, in turn, is fueling the market growth. Moreover, a paradigm shift in consumer preference toward herbal hair care products with natural ingredients is providing an impetus to the market. Besides this, the rising usage of medicated hair oils as a supplement to hair care therapies and medicines is also creating a positive outlook for the market. The market is further driven by the easy availability of a wide range of hair oils via online and offline organized retail channels. Continual product innovations, such as the development of clean-label, cruelty-free, and organic products, are also resulting in a higher product uptake among the individuals. Apart from this, the emerging trend of online beauty communities resulting in the augmenting consumption of on-demand videos regarding hair care products and treatments is impacting the market positively. Some of the other factors contributing to the market include the advent of easy-to-handle hair oil variants, rapid urbanization, growing awareness regarding hair care, inflating disposable income levels and extensive research and development (R&D) activities conducted by the key players.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global hair oil market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on type, product type, category, application, and distribution channel.

Type Insights:

Light Hair Oil Heavy Hair Oil Cooling Hair Oil Others

The report has provided a detailed breakup and analysis of the hair oil market based on the type. This includes light hair oil, heavy hair oil, cooling hair oil, and others. According to the report, light hair oil represented the largest segment.

Product Type Insights:

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Coconut Oil Almond Oil Argan Oil Others

The report has provided a detailed breakup and analysis of the hair oil market based on the product type. This includes coconut oil, almond oil, argan oil, and others. According to the report, coconut oil represented the largest segment.

Category Insights:

Non-Medicated Medicated

The report has provided a detailed breakup and analysis of the hair oil market based on the category. This includes non-medicated and medicated. According to the report, medicated represented the largest segment.

Application Insights:

Individual Commercial

The report has provided a detailed breakup and analysis of the hair oil market based on the application. This includes individual and commercial.

Distribution Channel Insights:

Hypermarkets and Supermarkets Pharmacies Online Stores Others

A detailed breakup and analysis of the hair oil market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, pharmacies, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.



Regional Insights:

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

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and Middle East and Africa. According to the report, Asia Pacific was the largest market for hair oil. Some of the factors driving the Asia Pacific hair oil market include the presence of several key players, the rising incidences of hair damage and issues among the masses, the growing awareness regarding medicated oils, shifting consumer preferences towards herbal cosmetic products, etc.

Competitive Landscape

The report has also provided a comprehensive analysis of the competitive landscape in



the global hair oil market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Amway Corp. (Alticor Inc.), Aveda Corporation (The Est?e Lauder Companies) Bajaj Consumer Care Ltd, CavinKare Group, Dabur Ltd, Emami Limited, Himalaya Wellness Company, Johnson & Johnson Private Limited, Marico Limited, Patanjali Ayurved Limited, The Avon Company (Natura Co Holding S/A), etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global hair oil market performed so far and how will it perform in the coming years? What are the drivers, restraints, and opportunities in the global hair oil market? What are the key regional markets? Which countries represent the most attractive hair oil markets? What is the breakup of the market based on the type? What is the breakup of the market based on the product type? What is the breakup of the market based on category? What is the breakup of the market based on application? What is the breakup of the market based on distribution channel? What is the competitive structure of the global hair oil market? Who are the key players/companies in the global hair oil market?



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