

# **Hair Shampoo Market by Product Type (Medicated, Non-Medicated), Price-Point (Low, Medium, High), Distribution Channel (Hypermarkets and Supermarkets, Drug Stores or Pharmacy, Mass Merchandiser, Departmental Stores, Mono-Brand Stores, Specialty Stores, Online Sales Channel), End User (Men, Women, Kids), and Region 2024-2032**

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## **Abstracts**

The global hair shampoo market size reached US\$ 36.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 46.9 Billion by 2032, exhibiting a growth rate (CAGR) of 2.9% during 2024-2032. The rising demand for herbal hair shampoos, easy availability through e-commerce websites, and the growing demand for dry shampoo represent some of the key factors driving the market.

Hair shampoo is a hair care product used to clean the scalp and hair. It has detergents and other synthetic ingredients that assist in removing environmental pollutants, sebum and sweat, and other hair products like oils and sprays. It is manufactured by mixing surfactants, such as sodium lauryl sulfate (SLS), with Cocamidopropyl betaine in water. It is available in various types, such as clarifying, color-protecting, moisturizing, two-in-one, and volumizing. It offers oils, silicone, or other conditioning ingredients to hair that leave a coating for producing more moisture. It aids in stimulating the hair follicles by providing minerals, botanical extracts, vitamins, and natural oils and hair treatment for soothing tingling and irritation-prone scalp. It finds applications in keeping hair silky and smooth and repairing damaged hair. As it is easy to rinse and causes minimum skin and eye irritation, the demand for shampoo is rising worldwide.

Hair Shampoo Market Trends:

*Hair Shampoo Market by Product Type (Medicated, Non-Medicated), Price-Point (Low, Medium, High), Distribution...*

At present, the increasing use of hair shampoos among individuals due to the rising environmental pollution and changing lifestyles represents one of the key factors supporting the growth of the market. Besides this, there is a rise in the demand for herbal hair shampoos that contain natural ingredients to strengthen hair follicles by giving essential oils and nourishment. This, along with inflating income levels of individuals across the globe, is propelling the growth of the market. In addition, the rising awareness among the masses about the benefits of using hair shampoos is offering lucrative growth opportunities to industry investors. Moreover, key manufacturers operating in the industry are introducing innovative products to address numerous hair-related problems, such as hair fall, dandruff, and thinning. They are also focusing on various marketing strategies to expand their customer base. Apart from this, the wide availability of hair shampoos through offline and online distribution channels, coupled with the expanding e-commerce industry, is strengthening the growth of the market. Additionally, there is an increase in the demand for scalp care products among consumers to restore the health of the hair while enhancing its strength and elasticity. This, along with the growing demand for dry shampoo to give hair a fresher and cleaner appearance without the use of water, is positively influencing the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global hair shampoo market, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on product type, price-point, distribution channel, and end user.

#### Product Type Insights:

Medicated

Non-Medicated

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

#### Price-Point Insights:

Low

Medium

High

A detailed breakup and analysis of the hair shampoo market based on price-point has also been provided in the report. This includes low, medium, and high. According to the report, medium accounted for the largest market share.

#### Distribution Channel Insights:

Hypermarkets and Supermarkets

Drug Stores or Pharmacy

Mass Merchandiser

Departmental Stores

Mono-Brand Stores

Specialty Stores

Online Sales Channel

A detailed breakup and analysis of the hair shampoo market based on the distribution channel has also been provided in the report. This includes hypermarkets and supermarkets, drug stores or pharmacy, mass merchandiser, departmental stores, mono-brand stores, specialty stores, and online sales channel. According to the report, hypermarkets and supermarkets accounted for the largest market share.

#### End User Insights:

Men

Women

Kids

A detailed breakup and analysis of the hair shampoo market based on end-user has also been provided in the report. This includes men, women, and kids. According to the report, women 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 the Middle East and Africa. According to the report, North America was the largest market for hair shampoo. Some of factors driving the North America hair shampoo market included the growing concern among the masses about split-ends and scalp damage, increasing social media trend, rising number of specialty stores, etc.

#### Competitive Landscape

The report has also provided a comprehensive analysis of the competitive landscape in the global hair shampoo market. Detailed profiles of all major companies have also been provided. Some of the companies include Amway Corp., Church & Dwight Co. Inc., Henkel AG & Co. KGaA, Johnson & Johnson, Kao Corporation, L'Oréal S.A., Marico Limited, Natura & Co., Oriflame Cosmetics AG, The Estee Lauder Companies Inc., The Procter & Gamble Company, Unilever plc, Wella Operations US LLC, 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

*Hair Shampoo Market by Product Type (Medicated, Non-Medicated), Price-Point (Low, Medium, High), Distribution...*

1. How big is the global hair shampoo market?
2. What is the expected growth rate of the global hair shampoo market during 2024-2032?
3. What are the key factors driving the global hair shampoo market?
4. What has been the impact of COVID-19 on the global hair shampoo market?
5. What is the breakup of the global hair shampoo market based on the product type?
6. What is the breakup of the global hair shampoo market based on the price-point?
7. What is the breakup of the global hair shampoo market based on the distribution channel?
8. What is the breakup of the global hair shampoo market based on the end user?
9. What are the key regions in the global hair shampoo market?
10. Who are the key players/companies in the global hair shampoo market?

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