

Asia Pacific Dry Shampoo Market Analysis (2017-2023)

<https://marketpublishers.com/r/ACD276232CFEN.html>

Date: February 2018

Pages: 85

Price: US\$ 1,500.00 (Single User License)

ID: ACD276232CFEN

Abstracts

The Asia Pacific Dry Shampoo Market would witness market growth of 7.3% CAGR during the forecast period (2017 – 2023). Dry shampoo has aroused the interest in the working-class, on a global level. This particular segment is looking for products that are time saving and can complementing their hectic lifestyle, as exposure to pollution is very common in the working class. Dry shampoo is best suited for such a lifestyle, and more so because frequent use of regular shampoo leads to loss of strength and shine of hair. The need for no water makes it a perfect product, which is complimenting the market growth considerably. Growing demand for natural and organic hair care products is one the fundamental limitations to the growth of the dry shampoo market. To address this challenge, companies are now focusing on introducing natural and organic variants of dry shampoo.

Based on Function, the market report segments the market into Anti-Dandruff, Color Protection, Hair Loss Protection, and Others. Based on Type, the Dry Shampoo market segments the market into Powder Form and Spray Form. Based on Distribution Channel, the Dry Shampoo market segments the market into Departmental Store & Supermarkets, Pharmacies, Online Stores, and Others. Based on Countries, the Dry Shampoo market segments the market into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the Asia Pacific Dry Shampoo Market. Key companies profiled in the report include Unilever Group, Henkel AG & Co. KGaA, Procter & Gamble (P&G) Company, Kao Corporation, L'Oréal, Estee Lauder Companies Inc., Coty, Inc., Revlon, Inc., Church & Dwight Co, Inc., and Shiseido Company, Limited.

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