

Asia Pacific Hair Serum Market (2019-2025)

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Abstracts

The Asia Pacific Hair Serum Market would witness market growth of 9.29% CAGR during the forecast period (2019-2025).

Hair serum is a treatment based on the liquid that is typically formulated using silicones to facilitate a protective layer on the hair fiber. This smooth layer demonstrates the light that gives one's hair a brilliant texture. The hair serum products were originally used for the segment of the women's population. Manufacturing, however, is the target segment of the male population due to increased adoption by hair care products among men. In hair serum and other hair care related products, companies are launching a new product line for men. The growth of male customers is an influential factor that drives the growth of the hair serum market.

The key factor driving creativity in the haircare sector is that of active and passive customization. Active customization refers to the 'create-your-own' methodology that gains momentum in the haircare space. In addition, brands actively engage customers by delivering personalized DNA products created in compliance with the individual hair profiles of consumers. High-tech advancements further promote this strategy to passive haircare brand optimization, allowing customers to track their hair and scalp health in real-time using applications and devices.

Based on Nature, the market is segmented into Conventional and Organic. Based on Product Type, the market is segmented into Hair Treatment Serum and Hair Styling Serum. Based on Form, the market is segmented into Online and Offline. Based on countries, the market is segmented 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 market. Key companies profiled in the report include Henkel AG & Company, KGaA, HerStyler Oy,

Kao Corporation, L'Oréal Group, The Procter and Gamble Company, Unilever PLC, Natura & Co. (Avon Products, Inc.) Giovanni Cosmetics, Inc., John Paul Mitchell Systems, and Revlon, Inc.

Scope of the Study

Market Segmentation:

By Nature

Conventional

Organic

By Product Type

Hair Treatment Serum

Hair Styling Serum

By Form

Online

Offline

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

Henkel AG & Company, KGaA

HerStyler Oy

Kao Corporation

L'Oréal Group

The Procter and Gamble Company

Unilever PLC

Natura & Co. (Avon Products, Inc.)

Giovanni Cosmetics, Inc.

John Paul Mitchell Systems

Revlon, Inc.

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