

Europe Dry Shampoo Market Analysis (2017-2023)

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Abstracts

The Europe Dry Shampoo Market would witness market growth of 5.4% CAGR during the forecast period (2017 – 2023). Rising hair fall concerns and growing incidences of scalp related diseases are compelling consumers to choose natural and herbal hair care solutions. Hair care solutions endorsed by models and hair stylists have contributed to the growth of the dry shampoo industry. Increasing hair volume and need for rich hair texture was a trend that caught attention of leading stylists for a while; nevertheless, the excessive use of chemical-based hair styling solutions and frequent shampooing has led to severe scalp related issues, such as baldness. This has led fashion enthusiasts to switch to dry shampoo that substitutes chemical-based products for hair styling needs.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the Europe 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.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Europe Dry Shampoo Market, by Function
 - 1.4.2 Europe Dry Shampoo Market, by Type
 - 1.4.3 Europe Dry Shampoo Market, by Distribution Channel
 - 1.4.4 Europe Dry Shampoo Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
- 2.2 Drivers, and Restraints
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. EUROPE DRY SHAMPOO MARKET

- 3.1 Europe Dry Shampoo Market by Function
 - 3.1.1 Europe Anti-Dandruff Dry Shampoo Market by Country
 - 3.1.2 Europe Color Protection Dry Shampoo Market by Country
 - 3.1.3 Europe Hair Loss Protection Dry Shampoo Market by Country
 - 3.1.4 Europe Others Dry Shampoo Market by Country

CHAPTER 4. EUROPE DRY SHAMPOO MARKET BY TYPE

- 4.1 Introduction
 - 4.1.1 Europe Powder Form Dry Shampoo Market by Country
 - 4.1.2 Europe Spray Form Dry Shampoo Market by Country

CHAPTER 5. EUROPE DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL

- 5.1 Introduction
 - 5.1.1 Europe Dry Shampoo in Departmental Store & Supermarkets Market by Country

- 5.1.2 Europe Dry Shampoo in Pharmacies Market by Country
- 5.1.3 Europe Dry Shampoo in Online Stores Market by Country
- 5.1.4 Europe Dry Shampoo in Others Market by Country

CHAPTER 6. EUROPE DRY SHAMPOO MARKET BY COUNTRY

- 6.1 Introduction
- 6.2 Germany Dry Shampoo Market
 - 6.2.1 Germany Dry Shampoo Market by Function
 - 6.2.2 Germany Dry Shampoo Market by Type
 - 6.2.3 Germany Dry Shampoo Market by Distribution Channel
- 6.3 UK Dry Shampoo Market
 - 6.3.1 UK Dry Shampoo Market by Function
 - 6.3.2 UK Dry Shampoo Market by Type
 - 6.3.3 UK Dry Shampoo Market by Distribution Channel
- 6.4 France Dry Shampoo Market
 - 6.4.1 France Dry Shampoo Market by Function
 - 6.4.2 France Dry Shampoo Market by Type
 - 6.4.3 France Dry Shampoo Market by Distribution Channel
- 6.5 Russia Dry Shampoo Market
 - 6.5.1 Russia Dry Shampoo Market by Function
 - 6.5.2 Russia Dry Shampoo Market by Type
 - 6.5.3 Russia Dry Shampoo Market by Distribution Channel
- 6.6 Spain Dry Shampoo Market
 - 6.6.1 Spain Dry Shampoo Market by Function
 - 6.6.2 Spain Dry Shampoo Market by Type
 - 6.6.3 Spain Dry Shampoo Market by Distribution Channel
- 6.7 Italy Dry Shampoo Market
 - 6.7.1 Italy Dry Shampoo Market by Function
 - 6.7.2 Italy Dry Shampoo Market by Type
 - 6.7.3 Italy Dry Shampoo Market by Distribution Channel
- 6.8 Rest of Europe Dry Shampoo Market
 - 6.8.1 Rest of Europe Dry Shampoo Market by Function
 - 6.8.2 Rest of Europe Dry Shampoo Market by Type
 - 6.8.3 Rest of Europe Dry Shampoo Market by Distribution Channel

CHAPTER 7. COMPANY PROFILES

- 7.1 Unilever Group

- 7.1.1 Company Overview
- 7.1.2 Financial Analysis
- 7.1.3 Segmental and Regional Analysis
- 7.1.4 Research & Development Expense
- 7.1.5 Strategies at a Glance
 - 7.1.5.1 Mergers & Acquisitions
- 7.2 Henkel AG & Company, KGaA
 - 7.2.1 Company Overview
 - 7.2.2 Financial Analysis
 - 7.2.3 Segmental and Regional Analysis
 - 7.2.4 Research & Development Expense
- 7.3 PROCTER & GAMBLE CO
 - 7.3.1 Company Overview
 - 7.3.2 Financial Analysis
 - 7.3.3 Segmental and Regional Analysis
 - 7.3.4 Research & Development Expense
- 7.4 Kao Corporation
 - 7.4.1 Company Overview
 - 7.4.2 Financial Analysis
 - 7.4.3 Segmental and Regional Analysis
 - 7.4.4 Research & Development Expense
- 7.5 Church & Dwight Co., Inc.
 - 7.5.1 Company Overview
 - 7.5.2 Financial Analysis
 - 7.5.3 Segmental Analysis
 - 7.5.4 Research & Development Expense
- 7.6 Shiseido Co. Ltd.
 - 7.6.1 Company Overview
 - 7.6.2 Financial Analysis
 - 7.6.3 Segmental Analysis
 - 7.6.4 Research & Development Expense
- 7.7 L'Oréal
 - 7.7.1 Company Overview
 - 7.7.2 Financial Analysis
 - 7.7.3 Segmental and Regional Analysis
- 7.8 Estee Lauder Companies Inc.
 - 7.8.1 Company Overview
 - 7.8.2 Financial Analysis
 - 7.8.3 Segmental and Regional Analysis

7.8.4 Research & Development Expense

7.9 Coty, Inc.

7.9.1 Company Overview

7.9.2 Financial Analysis

7.9.3 Segmental and Regional Analysis

7.9.4 Research & Development Expense

7.1 Revlon, Inc.

7.10.1 Company Overview

7.10.2 Financial Analysis

7.10.3 Segmental and Regional Analysis

7.10.4 Research & Development Expense

List Of Tables

LIST OF TABLES

Table 1 EUROPE DRY SHAMPOO MARKET, 2013 - 2016, USD MILLION

Table 2 EUROPE DRY SHAMPOO MARKET, 2017 - 2023, USD MILLION

Table 3 EUROPE DRY SHAMPOO MARKET BY FUNCTION, 2013 - 2016, USD MILLION

Table 4 EUROPE DRY SHAMPOO MARKET BY FUNCTION, 2017 - 2023, USD MILLION

Table 5 EUROPE ANTI-DANDRUFF DRY SHAMPOO MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 6 EUROPE ANTI-DANDRUFF DRY SHAMPOO MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 7 EUROPE COLOR PROTECTION DRY SHAMPOO MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 8 EUROPE COLOR PROTECTION DRY SHAMPOO MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 9 EUROPE HAIR LOSS PROTECTION DRY SHAMPOO MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 10 EUROPE HAIR LOSS PROTECTION DRY SHAMPOO MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 11 EUROPE OTHERS DRY SHAMPOO MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 12 EUROPE OTHERS DRY SHAMPOO MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 13 EUROPE DRY SHAMPOO MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 14 EUROPE DRY SHAMPOO MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 15 EUROPE POWDER FORM DRY SHAMPOO MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 16 EUROPE POWDER FORM DRY SHAMPOO MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 17 EUROPE SPRAY FORM DRY SHAMPOO MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 18 EUROPE SPRAY FORM DRY SHAMPOO MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 19 EUROPE DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 20 EUROPE DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2017 -

2023, USD MILLION

Table 21 EUROPE DRY SHAMPOO IN DEPARTMENTAL STORE & SUPERMARKETS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 22 EUROPE DRY SHAMPOO IN DEPARTMENTAL STORE & SUPERMARKETS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 23 EUROPE DRY SHAMPOO IN PHARMACIES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 24 EUROPE DRY SHAMPOO IN PHARMACIES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 25 EUROPE DRY SHAMPOO IN ONLINE STORES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 26 EUROPE DRY SHAMPOO IN ONLINE STORES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 27 EUROPE DRY SHAMPOO IN OTHERS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 28 EUROPE DRY SHAMPOO IN OTHERS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 29 EUROPE DRY SHAMPOO MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 30 EUROPE DRY SHAMPOO MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 31 GERMANY DRY SHAMPOO MARKET, 2013 - 2016, USD MILLION

Table 32 GERMANY DRY SHAMPOO MARKET, 2017 - 2023, USD MILLION

Table 33 GERMANY DRY SHAMPOO MARKET BY FUNCTION, 2013 - 2016, USD MILLION

Table 34 GERMANY DRY SHAMPOO MARKET BY FUNCTION, 2017 - 2023, USD MILLION

Table 35 GERMANY DRY SHAMPOO MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 36 GERMANY DRY SHAMPOO MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 37 GERMANY DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 38 GERMANY DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 39 UK DRY SHAMPOO MARKET, 2013 - 2016, USD MILLION

Table 40 UK DRY SHAMPOO MARKET, 2017 - 2023, USD MILLION

Table 41 UK DRY SHAMPOO MARKET BY FUNCTION, 2013 - 2016, USD MILLION

Table 42 UK DRY SHAMPOO MARKET BY FUNCTION, 2017 - 2023, USD MILLION

Table 43 UK DRY SHAMPOO MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 44 UK DRY SHAMPOO MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 45 UK DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 46 UK DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 47 FRANCE DRY SHAMPOO MARKET, 2013 - 2016, USD MILLION

Table 48 FRANCE DRY SHAMPOO MARKET, 2017 - 2023, USD MILLION

Table 49 FRANCE DRY SHAMPOO MARKET BY FUNCTION, 2013 - 2016, USD MILLION

Table 50 FRANCE DRY SHAMPOO MARKET BY FUNCTION, 2017 - 2023, USD MILLION

Table 51 FRANCE DRY SHAMPOO MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 52 FRANCE DRY SHAMPOO MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 53 FRANCE DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 54 FRANCE DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 55 RUSSIA DRY SHAMPOO MARKET, 2013 - 2016, USD MILLION

Table 56 RUSSIA DRY SHAMPOO MARKET, 2017 - 2023, USD MILLION

Table 57 RUSSIA DRY SHAMPOO MARKET BY FUNCTION, 2013 - 2016, USD MILLION

Table 58 RUSSIA DRY SHAMPOO MARKET BY FUNCTION, 2017 - 2023, USD MILLION

Table 59 RUSSIA DRY SHAMPOO MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 60 RUSSIA DRY SHAMPOO MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 61 RUSSIA DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 62 RUSSIA DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 63 SPAIN DRY SHAMPOO MARKET, 2013 - 2016, USD MILLION

Table 64 SPAIN DRY SHAMPOO MARKET, 2017 - 2023, USD MILLION

Table 65 SPAIN DRY SHAMPOO MARKET BY FUNCTION, 2013 - 2016, USD MILLION

Table 66 SPAIN DRY SHAMPOO MARKET BY FUNCTION, 2017 - 2023, USD MILLION

Table 67 SPAIN DRY SHAMPOO MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 68 SPAIN DRY SHAMPOO MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 69 SPAIN DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 70 SPAIN DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2017 -

2023, USD MILLION

Table 71 ITALY DRY SHAMPOO MARKET, 2013 - 2016, USD MILLION

Table 72 ITALY DRY SHAMPOO MARKET, 2017 - 2023, USD MILLION

Table 73 ITALY DRY SHAMPOO MARKET BY FUNCTION, 2013 - 2016, USD MILLION

Table 74 ITALY DRY SHAMPOO MARKET BY FUNCTION, 2017 - 2023, USD MILLION

Table 75 ITALY DRY SHAMPOO MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 76 ITALY DRY SHAMPOO MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 77 ITALY DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 78 ITALY DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 79 REST OF EUROPE DRY SHAMPOO MARKET, 2013 - 2016, USD MILLION

Table 80 REST OF EUROPE DRY SHAMPOO MARKET, 2017 - 2023, USD MILLION

Table 81 REST OF EUROPE DRY SHAMPOO MARKET BY FUNCTION, 2013 - 2016, USD MILLION

Table 82 REST OF EUROPE DRY SHAMPOO MARKET BY FUNCTION, 2017 - 2023, USD MILLION

Table 83 REST OF EUROPE DRY SHAMPOO MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 84 REST OF EUROPE DRY SHAMPOO MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 85 REST OF EUROPE DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 86 REST OF EUROPE DRY SHAMPOO MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 87 KEY INFORMATION – UNILEVER GROUP

Table 88 KEY INFORMATION – HENKEL AG & COMPANY, KGAA

Table 89 KEY INFORMATION – THE PROCTER & GAMBLE COMPANY (P&G).

Table 90 KEY INFORMATION – KAO CORPORATION

Table 91 KEY INFORMATION – CHURCH & DWIGHT CO., INC.

Table 92 KEY INFORMATION – SHISEIDO CO. LTD.

Table 93 KEY INFORMATION – L'ORÉAL

Table 94 KEY INFORMATION – ESTEE LAUDER COMPANIES INC.

Table 95 KEY INFORMATION – COTY, INC.

Table 96 KEY INFORMATION – REVLON, INC.

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