

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, Estée Lauder Companies Inc., Coty, Inc., Revlon, Inc., Church & Dwight Co, Inc., and Shiseido Company, Limited.

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