

Europe Hair Serum Market (2019-2025)

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Abstracts

The Europe Hair Serum Market would witness market growth of 7.48% CAGR during the forecast period (2019-2025).

A hair serum comes with the best skin-guarding elements which limit the damage caused by air pollutants. They don't have to be used regularly, but as discussed earlier, a regular application of hair serum will likely protect the damaged caused by the sun's harmful UV rays. Excessive styling and use of fancy commercial products, as well as coloring and straightening, will steal the hair's moisture. The hair serum guarantees that the moisture is preserved and it can be said that this is one of the main hair serum applications. And that's why it is said that hair serum even acts as a conditioner.

The increased demand for hair serum products along with the increase in preference for natural cosmetic products has prompted some of the leading manufacturers in the global hair serum market towards the inclusion of natural ingredients in their products. For example, Beardo, one of the global market's main brands, claims to have included argan oil in their hair serum products to promote a cleaner, straighter, and shinier hair. Therefore, an effective hair serum market trend is the increase in demand for natural cosmetic products.

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

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

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

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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