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Global Dry Shampoo Market Analysis (2017-2023)

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Abstracts

The Global Dry Shampoo Market size is expected to reach $4.3 billion by 2023, rising at a market growth of 6.4% CAGR during the forecast period. A dry shampoo is a product used to reduce greasiness of the hair without the usage of water. The product is much similar to regular shampoos, and it comes in both spray (aerosol) and powder forms. The global dry shampoo market is a potential market and has been a major market of focus by major brands. Women are the largest end user customers for the dry shampoo market. Men on the other hand are also potential end users, and it is now observed that men are increasingly focusing on personal grooming and wellness.

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 Regions, the Dry Shampoo market segments the market into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The market research report covers the analysis of key stake holders of the Global 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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