

# LAMEA Dry Shampoo Market Analysis (2017-2023)

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## Abstracts

The Latin America, Middle East and Africa Dry Shampoo Market would witness market growth of 9.6% CAGR during the forecast period (2017 – 2023). The dry shampoo market is a highly competitive market, with leading players competing for better market share. Product innovation and geographic expansion are some of the strategies that are expected to have a positive impact on sales. Rising interest among the working-class population for hair care products, the need for frequent hair washes and increasing recognition of the ill-effects of regular shampoo and preference for natural variants of dry shampoo are the factors that are driving the market expansion during the forecast period.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the Latin America, Middle East and Africa 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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