

# **LAMEA Natural Hair Care Market By Distribution Channel (Offline and Online), By End User (Women and Men), By Country, Industry Analysis and Forecast, 2020 - 2026**

<https://marketpublishers.com/r/LCBFC9AC96E5EN.html>

Date: October 2020

Pages: 53

Price: US\$ 1,500.00 (Single User License)

ID: LCBFC9AC96E5EN

## **Abstracts**

The Latin America, Middle East and Africa Natural Hair Care Market would witness market growth of 8.9% CAGR during the forecast period (2020-2026).

Shifting the customer point of view towards natural ingredient-based items in personal and cosmetic care is anticipated to fuel the demand for natural hair care items in the market. Millennial who are among the well-known purchasers of natural cosmetic and personal care items have been increasing the demand for natural hair care items. These customers adopt a comprehensive approach to the ingredients with regards to choosing personal care items and selecting ingredients that are naturally derived.

Organizations working in the natural hair care manufacturing have been thinking about rebranding and new product launches and stressing on developing concerns, for example, hair fall, dull hair, lack of hair volume, and thin hair, which is boosting the development of the market. Natural hair care brands, accordingly, look for customers through product offering an answer in the long run. For example, in 2017, dpHue hair care brand introduced apple cider vinegar scalp scrub with pink Himalayan sea salt including natural ingredients, for example, avocado oil, Aloe Vera, and apple cider vinegar, which assists in destroying dead skin cells and rebalancing the scalp's pH.

The Natural Hair Care Market size is anticipated to observe a surge due to the rising utilization of natural constituents-based items as they are healthy for hair. Expanding demand for sulfate-free items is anticipated to push industry development. The upsurge in the personal care and beauty industry is also one of the significant components to

fuel the demand for the product. Rapid growth in the e-commerce segment is another explanation which will boost the development of the industry over the forecast period.

Based on Distribution Channel, the market is segmented into Offline and Online. Based on End User, the market is segmented into Women and Men. Based on countries, the market is segmented 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 market. Key companies profiled in the report include The Procter and Gamble Company, Estee Lauder Companies, Inc., NatureLab Co., Ltd., Organic Harvest, Amazon Beauty, Inc., Ales Groupe (Phyto Botanical Power), John Masters Organics, Inc. (Permira), Mamaearth (Honasa Consumer Pvt. Ltd.), St. Botanica (Emmbros Overseas Lifestyle Pvt. Ltd.), and Briogeo Hair Care.

## Scope of the Study

### Market Segmentation:

#### By Distribution Channel

Offline

Online

#### By End User

Women

Men

#### By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

### Companies Profiled

The Procter and Gamble Company

Estee Lauder Companies, Inc.

NatureLab Co., Ltd.

Organic Harvest

Amazon Beauty, Inc.

Ales Groupe (Phyto Botanical Power)

John Masters Organics, Inc. (Permira)

Mamaearth (Honasa Consumer Pvt. Ltd.)

St. Botanica (Emmbros Overseas Lifestyle Pvt. Ltd.)

Briogeo Hair Care

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