

# Latin America, Middle East & Africa Hair Serum Market (2019-2025)

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## Abstracts

The Latin America, Middle East and Africa Hair Serum Market would witness market growth of 8.94% CAGR during the forecast period (2019-2025).

Hair products are developed and produced to nourish and avoid hair damage caused by various internal and external factors such as dryness, pollution, etc. The perception of customers that healthy hair means youthful appearance is considered one of the important factors in driving demand on the hair serum industry. Hair serum is one such haircare brand that among its target customers has achieved a higher level of popularity.

As a preventive measure against dry and damaged hair, many people use hair serum. Others begin to use it when their hair is excessively dull or messy, while others may use it to bring in some measure of protection against any kind of heat and chemical reactions caused by using products and devices for hair styling. A key driver for market growth is the growing significance of vitamin and mineral-fortified hair serums. Global warming has caused temperature rise throughout the globe. As such, harmful UV rays in the global cosmetics industry at large have become popular, mostly because prolonged exposure to UV rays may lead to multiple skin and hair problems.

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 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 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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

#### 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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## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 LAMEA Hair Serum Market, by Nature
  - 1.4.2 LAMEA Hair Serum Market, by Product Type
  - 1.4.3 LAMEA Hair Serum Market, by Form
  - 1.4.4 LAMEA Hair Serum Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
  - 2.1.2 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. LAMEA HAIR SERUM MARKET BY NATURE**

- 3.1 LAMEA Conventional Market by Country
- 3.2 LAMEA Organic Market by Country

### **CHAPTER 4. LAMEA HAIR SERUM MARKET BY PRODUCT TYPE**

- 4.1 LAMEA Hair Treatment Serum Market by Country
- 4.2 LAMEA Hair Styling Serum Market by Country

### **CHAPTER 5. LAMEA HAIR SERUM MARKET BY FORM**

- 5.1 LAMEA Online Market by Country
- 5.2 LAMEA Offline Market by Country

### **CHAPTER 6. LAMEA HAIR SERUM MARKET BY COUNTRY**

## 6.1 Brazil Hair Serum Market

- 6.1.1 Brazil Hair Serum Market by Nature
- 6.1.2 Brazil Hair Serum Market by Product Type
- 6.1.3 Brazil Hair Serum Market by Form

## 6.2 Argentina Hair Serum Market

- 6.2.1 Argentina Hair Serum Market by Nature
- 6.2.2 Argentina Hair Serum Market by Product Type
- 6.2.3 Argentina Hair Serum Market by Form

## 6.3 UAE Hair Serum Market

- 6.3.1 UAE Hair Serum Market by Nature
- 6.3.2 UAE Hair Serum Market by Product Type
- 6.3.3 UAE Hair Serum Market by Form

## 6.4 Saudi Arabia Hair Serum Market

- 6.4.1 Saudi Arabia Hair Serum Market by Nature
- 6.4.2 Saudi Arabia Hair Serum Market by Product Type
- 6.4.3 Saudi Arabia Hair Serum Market by Form

## 6.5 South Africa Hair Serum Market

- 6.5.1 South Africa Hair Serum Market by Nature
- 6.5.2 South Africa Hair Serum Market by Product Type
- 6.5.3 South Africa Hair Serum Market by Form

## 6.6 Nigeria Hair Serum Market

- 6.6.1 Nigeria Hair Serum Market by Nature
- 6.6.2 Nigeria Hair Serum Market by Product Type
- 6.6.3 Nigeria Hair Serum Market by Form

## 6.7 Rest of LAMEA Hair Serum Market

- 6.7.1 Rest of LAMEA Hair Serum Market by Nature
- 6.7.2 Rest of LAMEA Hair Serum Market by Product Type
- 6.7.3 Rest of LAMEA Hair Serum Market by Form

# CHAPTER 7. COMPANY PROFILES

## 7.1 Henkel AG & Company, KGaA

- 7.1.1 Company Overview
- 7.1.2 Financial Analysis
- 7.1.3 Segmental and Regional Analysis
- 7.1.4 Research & Development Expense
- 7.1.5 Recent strategies and developments:
  - 7.1.5.1 Acquisition and Mergers:

- 7.1.5.2 Product Launches and Product Expansions:
- 7.2 HerStyler Oy
  - 7.2.1 Company Overview
- 7.3 Kao Corporation
  - 7.3.1 Company Overview
  - 7.3.2 Financial Analysis
  - 7.3.3 Segmental and Regional Analysis
  - 7.3.4 Research & Development Expense
  - 7.3.1 Recent strategies and developments:
    - 7.3.1.1 Acquisition and Mergers:
- 7.4 L'Oréal Group
  - 7.4.1 Company Overview
  - 7.4.2 Financial Analysis
  - 7.4.3 Segmental and Regional Analysis
  - 7.4.4 Research & Development Expense
  - 7.4.5 Recent strategies and developments:
    - 7.4.5.1 Acquisition and Mergers:
    - 7.4.5.2 Product Launches and Product Expansions:
- 7.5 The Procter and Gamble Company
  - 7.5.1 Company Overview
  - 7.5.2 Financial Analysis
  - 7.5.3 Segmental Analysis
  - 7.5.4 Research & Development Expense
  - 7.5.5 Recent strategies and developments:
    - 7.5.5.1 Acquisition and Mergers:
    - 7.5.5.2 Product Launches and Product Expansions:
    - 7.5.5.3 Partnerships, Collaborations, and Agreements:
- 7.6 Unilever PLC
  - 7.6.1 Company Overview
  - 7.6.2 Financial Analysis
  - 7.6.3 Segmental and Regional Analysis
  - 7.6.4 Research & Development Expense
  - 7.6.5 Recent strategies and developments:
    - 7.6.5.1 Partnerships, Collaborations, and Agreements:
    - 7.6.5.2 Acquisition and Mergers:
- 7.7 Natura & Co. (Avon Products, Inc.)
  - 7.7.1 Company Overview
  - 7.7.2 Financial Analysis
- 7.8 Giovanni Cosmetics, Inc.

- 7.8.1 Company Overview
- 7.9 John Paul Mitchell Systems
  - 7.9.1 Company Overview
  - 7.9.2 Recent strategies and developments:
    - 7.9.2.1 Partnerships, Collaborations, and Agreements:
- 7.1 Revlon, Inc.
  - 7.10.1 Company Overview
  - 7.10.2 Financial Analysis
  - 7.10.3 Segmental and Regional Analysis
  - 7.10.4 Research & Development Expense



## List Of Tables

### LIST OF TABLES

TABLE 1 LAMEA HAIR SERUM MARKET, 2015 - 2018, USD MILLION

TABLE 2 LAMEA HAIR SERUM MARKET, 2019 - 2025, USD MILLION

TABLE 3 LAMEA HAIR SERUM MARKET BY NATURE, 2015 - 2018, USD MILLION

TABLE 4 LAMEA HAIR SERUM MARKET BY NATURE, 2019 - 2025, USD MILLION

TABLE 5 LAMEA CONVENTIONAL MARKET BY COUNTRY, 2015 - 2018, USD  
MILLION

TABLE 6 LAMEA CONVENTIONAL MARKET BY COUNTRY, 2019 - 2025, USD  
MILLION

TABLE 7 LAMEA ORGANIC MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 8 LAMEA ORGANIC MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 9 LAMEA HAIR SERUM MARKET BY PRODUCT TYPE, 2015 - 2018, USD  
MILLION

TABLE 10 LAMEA HAIR SERUM MARKET BY PRODUCT TYPE, 2019 - 2025, USD  
MILLION

TABLE 11 LAMEA HAIR TREATMENT SERUM MARKET BY COUNTRY, 2015 - 2018,  
USD MILLION

TABLE 12 LAMEA HAIR TREATMENT SERUM MARKET BY COUNTRY, 2019 - 2025,  
USD MILLION

TABLE 13 LAMEA HAIR STYLING SERUM MARKET BY COUNTRY, 2015 - 2018,  
USD MILLION

TABLE 14 LAMEA HAIR STYLING SERUM MARKET BY COUNTRY, 2019 - 2025,  
USD MILLION

TABLE 15 LAMEA HAIR SERUM MARKET BY FORM, 2015 - 2018, USD MILLION

TABLE 16 LAMEA HAIR SERUM MARKET BY FORM, 2019 - 2025, USD MILLION

TABLE 17 LAMEA ONLINE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 18 LAMEA ONLINE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 19 LAMEA OFFLINE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 20 LAMEA OFFLINE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 21 LAMEA HAIR SERUM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 22 LAMEA HAIR SERUM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 23 BRAZIL HAIR SERUM MARKET, 2015 - 2018, USD MILLION

TABLE 24 BRAZIL HAIR SERUM MARKET, 2019 - 2025, USD MILLION

TABLE 25 BRAZIL HAIR SERUM MARKET BY NATURE, 2015 - 2018, USD MILLION

TABLE 26 BRAZIL HAIR SERUM MARKET BY NATURE, 2019 - 2025, USD MILLION

TABLE 27 BRAZIL HAIR SERUM MARKET BY PRODUCT TYPE, 2015 - 2018, USD

MILLION

TABLE 28 BRAZIL HAIR SERUM MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 29 BRAZIL HAIR SERUM MARKET BY FORM, 2015 - 2018, USD MILLION

TABLE 30 BRAZIL HAIR SERUM MARKET BY FORM, 2019 - 2025, USD MILLION

TABLE 31 ARGENTINA HAIR SERUM MARKET, 2015 - 2018, USD MILLION

TABLE 32 ARGENTINA HAIR SERUM MARKET, 2019 - 2025, USD MILLION

TABLE 33 ARGENTINA HAIR SERUM MARKET BY NATURE, 2015 - 2018, USD MILLION

TABLE 34 ARGENTINA HAIR SERUM MARKET BY NATURE, 2019 - 2025, USD MILLION

TABLE 35 ARGENTINA HAIR SERUM MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 36 ARGENTINA HAIR SERUM MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 37 ARGENTINA HAIR SERUM MARKET BY FORM, 2015 - 2018, USD MILLION

TABLE 38 ARGENTINA HAIR SERUM MARKET BY FORM, 2019 - 2025, USD MILLION

TABLE 39 UAE HAIR SERUM MARKET, 2015 - 2018, USD MILLION

TABLE 40 UAE HAIR SERUM MARKET, 2019 - 2025, USD MILLION

TABLE 41 UAE HAIR SERUM MARKET BY NATURE, 2015 - 2018, USD MILLION

TABLE 42 UAE HAIR SERUM MARKET BY NATURE, 2019 - 2025, USD MILLION

TABLE 43 UAE HAIR SERUM MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 44 UAE HAIR SERUM MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 45 UAE HAIR SERUM MARKET BY FORM, 2015 - 2018, USD MILLION

TABLE 46 UAE HAIR SERUM MARKET BY FORM, 2019 - 2025, USD MILLION

TABLE 47 SAUDI ARABIA HAIR SERUM MARKET, 2015 - 2018, USD MILLION

TABLE 48 SAUDI ARABIA HAIR SERUM MARKET, 2019 - 2025, USD MILLION

TABLE 49 SAUDI ARABIA HAIR SERUM MARKET BY NATURE, 2015 - 2018, USD MILLION

TABLE 50 SAUDI ARABIA HAIR SERUM MARKET BY NATURE, 2019 - 2025, USD MILLION

TABLE 51 SAUDI ARABIA HAIR SERUM MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 52 SAUDI ARABIA HAIR SERUM MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 53 SAUDI ARABIA HAIR SERUM MARKET BY FORM, 2015 - 2018, USD MILLION

TABLE 54 SAUDI ARABIA HAIR SERUM MARKET BY FORM, 2019 - 2025, USD MILLION

TABLE 55 SOUTH AFRICA HAIR SERUM MARKET, 2015 - 2018, USD MILLION

TABLE 56 SOUTH AFRICA HAIR SERUM MARKET, 2019 - 2025, USD MILLION

TABLE 57 SOUTH AFRICA HAIR SERUM MARKET BY NATURE, 2015 - 2018, USD MILLION

TABLE 58 SOUTH AFRICA HAIR SERUM MARKET BY NATURE, 2019 - 2025, USD MILLION

TABLE 59 SOUTH AFRICA HAIR SERUM MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 60 SOUTH AFRICA HAIR SERUM MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 61 SOUTH AFRICA HAIR SERUM MARKET BY FORM, 2015 - 2018, USD MILLION

TABLE 62 SOUTH AFRICA HAIR SERUM MARKET BY FORM, 2019 - 2025, USD MILLION

TABLE 63 NIGERIA HAIR SERUM MARKET, 2015 - 2018, USD MILLION

TABLE 64 NIGERIA HAIR SERUM MARKET, 2019 - 2025, USD MILLION

TABLE 65 NIGERIA HAIR SERUM MARKET BY NATURE, 2015 - 2018, USD MILLION

TABLE 66 NIGERIA HAIR SERUM MARKET BY NATURE, 2019 - 2025, USD MILLION

TABLE 67 NIGERIA HAIR SERUM MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 68 NIGERIA HAIR SERUM MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 69 NIGERIA HAIR SERUM MARKET BY FORM, 2015 - 2018, USD MILLION

TABLE 70 NIGERIA HAIR SERUM MARKET BY FORM, 2019 - 2025, USD MILLION

TABLE 71 REST OF LAMEA HAIR SERUM MARKET, 2015 - 2018, USD MILLION

TABLE 72 REST OF LAMEA HAIR SERUM MARKET, 2019 - 2025, USD MILLION

TABLE 73 REST OF LAMEA HAIR SERUM MARKET BY NATURE, 2015 - 2018, USD MILLION

TABLE 74 REST OF LAMEA HAIR SERUM MARKET BY NATURE, 2019 - 2025, USD MILLION

TABLE 75 REST OF LAMEA HAIR SERUM MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 76 REST OF LAMEA HAIR SERUM MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 77 REST OF LAMEA HAIR SERUM MARKET BY FORM, 2015 - 2018, USD

MILLION

TABLE 78 REST OF LAMEA HAIR SERUM MARKET BY FORM, 2019 - 2025, USD  
MILLION

TABLE 79 KEY INFORMATION – HENKEL AG & COMPANY, KGAA

TABLE 80 KEY INFORMATION – HERSTYLER OY

TABLE 81 KEY INFORMATION – KAO CORPORATION

TABLE 82 KEY INFORMATION – L'OR?AL GROUP

TABLE 83 KEY INFORMATION – THE PROCTER AND GAMBLE COMPANY

TABLE 84 KEY INFORMATION – UNILEVER PLC

TABLE 85 KEY INFORMATION – NATURA & CO.

TABLE 86 KEY INFORMATION – GIOVANNI COSMETICS, INC.

TABLE 87 KEY INFORMATION – JOHN PAUL MITCHELL SYSTEMS

TABLE 88 KEY INFORMATION – REVLON, INC.

## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 RECENT STRATEGIES AND DEVELOPMENTS: HENKEL AG & COMPANY,  
KGAA

FIG 3 RECENT STRATEGIES AND DEVELOPMENTS: L'OREAL GROUP

FIG 4 RECENT STRATEGIES AND DEVELOPMENTS: THE PROCTER AND GAMBLE  
COMPANY

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: UNILEVER PLC

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