

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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