

North America Hair Serum Market (2019-2025)

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Abstracts

The North America Hair Serum Market would witness market growth of 7.19% CAGR during the forecast period (2019-2025).

Hair serums are very much like magic potions that from the inside out can make hair look healthy. The advantages of hair serums motivate customers to buy and start using the best hair serums in the near term. Hair shampooing leads to moisture loss that can leave the hair dry and frizzy. It's a bad idea to add oil to those locks. Oil can make the hair greasy, trapping particles of dust that can damage the hair from the inside. Therefore, the better option—hair serums are light and non-sticky.

Concerns regarding hair thickness, hair loss as well as the consistency of hair which needs to be maintained from time to time among people have increased over the past couple of decades. This has caused burgeon demand for a range of hair care products like shampoo, conditioners and so on. Hair serum is one such hair care product that has gained traction in the last few years. Skin serum is a beauty product based on silicone that can shine your skin, smooth any frizz and protect it from environmental factors such as humidity. There are two main hair serum styles, i.e. hair treatment serum and hairstyling serum.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

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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