

# North America Hydrating Spray Market (2019-2025)

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## Abstracts

The North America Hydrating Spray Market would witness market growth of 4.9% CAGR during the forecast period (2019-2025).

One of the key drivers that boost the hydrating spray market growth is the increase in demand for hair and body mist among the young consumer base. Hair mists are used for hair styling and sun protection and pollution control. Body mists can also be used as a perfume to feel fresh and have a good fragrance. The main restriction on the industry is the presence of toxic substances in the hair and body mist, which are expected to bring hurdles to the growth of the market. Manufacturers are, therefore, creating products that contain both natural and organic products.

The use of organic and natural ingredients in body and hair products has been seen by customers as safer and toxic-free than mainstream products in the market that contain fragrances, formaldehyde, hydro fluorocarbons, and other ingredient micro-particles. Testing animal products is also one of the market's limitations, since customers are demanding products that are cruelty-free. The main opportunity present in this market, however, is demand for organic and natural hair and body mist, as organic and natural hair and body mist are not harmful as they are not being tested on animals.

Based on Product Type, the market is segmented into Face, Body and Hair. Based on Gender, the market is segmented into Female and Male. Based on Distribution Channel, the market is segmented into Specialty Stores, Supermarkets & Hypermarkets, Online and Others. 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 L'Oréal Group, Unilever PLC, Oriflame Cosmetics AG, The Procter and Gamble Company, Revlon, Inc., Kao Corporation, Estee Lauder Companies, Inc., Johnson and Johnson, Shiseido Company Limited and Natura & Co.

## Scope of the Study

### Market Segmentation:

#### By Product Type

Face

Body

Hair

#### By Gender

Female

Male

#### By Distribution Channel

Specialty Stores

Supermarkets & Hypermarkets

Online

Others

#### By Country

US

Canada

Mexico

Rest of North America

## Companies Profiled

L'Oréal Group

Unilever PLC

Oriflame Cosmetics AG

The Procter and Gamble Company

Revlon, Inc.

Kao Corporation

Estee Lauder Companies, Inc.

Johnson and Johnson

Shiseido Company Limited

Natura & Co.

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