

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

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Abstracts

The North America Natural Hair Care Market would witness market growth of 6.9% CAGR during the forecast period (2020-2026).

Change in fast pace lifestyle and spending limit is changing perspectives towards natural ingredients-based items. Also, the word organic is itself driving the deals of these items in purchasers. Nonetheless, these items are moderately costly when contrasted with synthetic or chemical-based items because of its high creating costs combined with the extraction of organic oils which, as a result, will hinder the demand of the industry.

The proactive methodology of shoppers in purchasing and moving to complex hair care regime, including utilizing a pre-shampoo mask, after shower hair gel, hair cleanser, and conditioners, is causing brands to innovate, to create, and market new natural items to stay up with such customer dynamics. For example, in 2017, a beauty brand known as Bumble and Bumble introduced Bb Hairdresser's invisible oil balm-to-oil pre-shampoo masque containing a blend of six organic oils, for example, coconut oil, safflower seed oil, argan oil, macadamia nut oil, sweet almond oil, and grape seed oil, for conscious customers.

Covid-19 severely affected the beauty and personal care industry. Store terminations because of remain at home and lockdown norms actualized by the governments all over the world have brought about bleak outcomes, with sales diminishing significantly from February 2020. The pandemic situation has urged individuals to spend all the more

wisely and maintain a distance from thoughtless buying. Since natural hair care items have been in the flourishing stage, the pandemic has discouraged individuals from buying these items, which generally have premium pricing. The outbreak of COVID-19 is probably going to lessen the demand for natural hair care items across the world. Customers have become more aware of their ways of spending money and they in general abstain from purchasing premium items, for example, natural and organic items, which is a significant challenge for the market. It is likewise anticipated that customers would abstain from visiting retail stores and physical stores post-pandemic as they are aware of their wellbeing and abstain from going to places that are crowded. This may affect the sales of cosmetic items, including natural hair care items.

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 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 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

US

Canada

Mexico

Rest of North America

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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