

# Global Commercial-use Hair Mask Market Growth 2025-2031

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## Abstracts

The global Commercial-use Hair Mask market size is predicted to grow from US\$ 460 million in 2025 to US\$ 623 million in 2031; it is expected to grow at a CAGR of 5.2% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

A commercial hair mask is a professional hair care product designed to address various hair issues such as dryness, frizz, breakage, and split ends. It works by deeply nourishing and repairing the hair, enhancing its shine and elasticity, and restoring its healthy condition. Commercial hair masks typically contain various repairing ingredients such as plant oils, proteins, amino acids, vitamins, and natural extracts, which penetrate deep into the hair shaft to repair damage caused by dyeing, perming, UV exposure, environmental pollution, or improper care.

With the growing emphasis on beauty and personal care, commercial hair masks have gradually become an important category in the hair care market. As consumers increasingly demand higher-quality and professional hair repair products, the demand for commercial hair masks has been steadily rising. Consumers are increasingly inclined to choose highly effective and specialized hair repair products, rather than relying solely on traditional shampoos and conditioners. This is especially true for those who frequently dye, perm, or use heat styling tools, leading to a greater need for repairing hair masks.

In the market, commercial hair masks are often divided into different product lines

targeting various hair problems, such as dry hair, oily hair, damaged hair, and fragile strands. At the same time, there is an increasing demand for products made with natural, sulfate-free, and dye-free ingredients. Consumers are more concerned with the safety and efficacy of the ingredients, which has driven many brands to launch high-end hair masks that provide deep repair effects and use safe ingredients.

The commercial hair mask market has experienced rapid growth in recent years, primarily driven by the increasing demand for high-quality hair care products. As living standards improve and beauty awareness rises, more and more consumers are paying attention to how to repair and maintain damaged hair, particularly with common issues such as dryness, frizz, and breakage. As a deep-conditioning product, hair masks offer effective and long-lasting repair, making them more popular among consumers.

With advancements in technology, modern commercial hair mask formulas continue to innovate, with many specialized products targeting different hair types and problems. For example, repairing hair masks with ingredients such as plant oils, keratin, and silk proteins can address damage caused by chemical treatments and improve the strength and elasticity of hair. Additionally, many brands have incorporated natural plant extracts or additive-free ingredients to meet consumer demand for safe, eco-friendly products.

A key driver of market growth is the rise of e-commerce platforms, especially with the popularity of social media and online shopping, making it easier for consumers to access product information and reviews, influencing their purchasing decisions. Compared to traditional offline shopping, e-commerce platforms offer a more convenient shopping experience and provide a wider range of brands and products for consumers to choose from. Through these platforms, consumers can interact directly with brands, learn about product performance, and even participate in product recommendations and reviews.

Furthermore, the increasing demand for premium hair care products has driven the development of the commercial hair mask market. More brands are attracting consumers through innovative research and precise marketing, targeting those who seek a high-quality lifestyle. International brands, in particular, have successfully established themselves as market leaders with their professional research capabilities and unique brand identities.

LP Information, Inc. (LPI) ' newest research report, the “Commercial-use Hair Mask Industry Forecast” looks at past sales and reviews total world Commercial-use Hair Mask sales in 2024, providing a comprehensive analysis by region and market sector of

projected Commercial-use Hair Mask sales for 2025 through 2031. With Commercial-use Hair Mask sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Commercial-use Hair Mask industry.

This Insight Report provides a comprehensive analysis of the global Commercial-use Hair Mask landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Commercial-use Hair Mask portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Commercial-use Hair Mask market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Commercial-use Hair Mask and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Commercial-use Hair Mask.

This report presents a comprehensive overview, market shares, and growth opportunities of Commercial-use Hair Mask market by product type, application, key manufacturers and key regions and countries.

### **Segmentation by Type:**

Steam-Free Hair Mask

Thermal Steam Hair Mask

### **Segmentation by Application:**

Salon Use

Hotels, etc.

### **This report also splits the market by region:**

## Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

L'Oréal

Procter & Gamble

Henkel Group

Estée Lauder Companies

KAO

Johnson & Johnson

Unilever

Coty Inc.

Helen of Troy Limited

Lush Limited

Shiseido

Lovefun

Beeflower

Moroccanoil

Briogeo

Amika

SpoiledChild

Pureology

### **Key Questions Addressed in this Report**

What is the 10-year outlook for the global Commercial-use Hair Mask market?

What factors are driving Commercial-use Hair Mask market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Commercial-use Hair Mask market opportunities vary by end market size?

How does Commercial-use Hair Mask break out by Type, by Application?

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global Commercial-use Hair Mask Annual Sales 2020-2031
  - 2.1.2 World Current & Future Analysis for Commercial-use Hair Mask by Geographic Region, 2020, 2024 & 2031
  - 2.1.3 World Current & Future Analysis for Commercial-use Hair Mask by Country/Region, 2020, 2024 & 2031
- 2.2 Commercial-use Hair Mask Segment by Type
  - 2.2.1 Steam-Free Hair Mask
  - 2.2.2 Thermal Steam Hair Mask
- 2.3 Commercial-use Hair Mask Sales by Type
  - 2.3.1 Global Commercial-use Hair Mask Sales Market Share by Type (2020-2025)
  - 2.3.2 Global Commercial-use Hair Mask Revenue and Market Share by Type (2020-2025)
  - 2.3.3 Global Commercial-use Hair Mask Sale Price by Type (2020-2025)
- 2.4 Commercial-use Hair Mask Segment by Application
  - 2.4.1 Salon Use
  - 2.4.2 Hotels, etc.
- 2.5 Commercial-use Hair Mask Sales by Application
  - 2.5.1 Global Commercial-use Hair Mask Sale Market Share by Application (2020-2025)
  - 2.5.2 Global Commercial-use Hair Mask Revenue and Market Share by Application (2020-2025)
  - 2.5.3 Global Commercial-use Hair Mask Sale Price by Application (2020-2025)

### **3 GLOBAL BY COMPANY**

- 3.1 Global Commercial-use Hair Mask Breakdown Data by Company
  - 3.1.1 Global Commercial-use Hair Mask Annual Sales by Company (2020-2025)
  - 3.1.2 Global Commercial-use Hair Mask Sales Market Share by Company (2020-2025)
- 3.2 Global Commercial-use Hair Mask Annual Revenue by Company (2020-2025)
  - 3.2.1 Global Commercial-use Hair Mask Revenue by Company (2020-2025)
  - 3.2.2 Global Commercial-use Hair Mask Revenue Market Share by Company (2020-2025)
- 3.3 Global Commercial-use Hair Mask Sale Price by Company
- 3.4 Key Manufacturers Commercial-use Hair Mask Producing Area Distribution, Sales Area, Product Type
  - 3.4.1 Key Manufacturers Commercial-use Hair Mask Product Location Distribution
  - 3.4.2 Players Commercial-use Hair Mask Products Offered
- 3.5 Market Concentration Rate Analysis
  - 3.5.1 Competition Landscape Analysis
  - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

### **4 WORLD HISTORIC REVIEW FOR COMMERCIAL-USE HAIR MASK BY GEOGRAPHIC REGION**

- 4.1 World Historic Commercial-use Hair Mask Market Size by Geographic Region (2020-2025)
  - 4.1.1 Global Commercial-use Hair Mask Annual Sales by Geographic Region (2020-2025)
  - 4.1.2 Global Commercial-use Hair Mask Annual Revenue by Geographic Region (2020-2025)
- 4.2 World Historic Commercial-use Hair Mask Market Size by Country/Region (2020-2025)
  - 4.2.1 Global Commercial-use Hair Mask Annual Sales by Country/Region (2020-2025)
  - 4.2.2 Global Commercial-use Hair Mask Annual Revenue by Country/Region (2020-2025)
- 4.3 Americas Commercial-use Hair Mask Sales Growth
- 4.4 APAC Commercial-use Hair Mask Sales Growth
- 4.5 Europe Commercial-use Hair Mask Sales Growth
- 4.6 Middle East & Africa Commercial-use Hair Mask Sales Growth

## **5 AMERICAS**

### 5.1 Americas Commercial-use Hair Mask Sales by Country

5.1.1 Americas Commercial-use Hair Mask Sales by Country (2020-2025)

5.1.2 Americas Commercial-use Hair Mask Revenue by Country (2020-2025)

### 5.2 Americas Commercial-use Hair Mask Sales by Type (2020-2025)

### 5.3 Americas Commercial-use Hair Mask Sales by Application (2020-2025)

#### 5.4 United States

#### 5.5 Canada

#### 5.6 Mexico

#### 5.7 Brazil

## **6 APAC**

### 6.1 APAC Commercial-use Hair Mask Sales by Region

6.1.1 APAC Commercial-use Hair Mask Sales by Region (2020-2025)

6.1.2 APAC Commercial-use Hair Mask Revenue by Region (2020-2025)

### 6.2 APAC Commercial-use Hair Mask Sales by Type (2020-2025)

### 6.3 APAC Commercial-use Hair Mask Sales by Application (2020-2025)

#### 6.4 China

#### 6.5 Japan

#### 6.6 South Korea

#### 6.7 Southeast Asia

#### 6.8 India

#### 6.9 Australia

#### 6.10 China Taiwan

## **7 EUROPE**

### 7.1 Europe Commercial-use Hair Mask by Country

7.1.1 Europe Commercial-use Hair Mask Sales by Country (2020-2025)

7.1.2 Europe Commercial-use Hair Mask Revenue by Country (2020-2025)

### 7.2 Europe Commercial-use Hair Mask Sales by Type (2020-2025)

### 7.3 Europe Commercial-use Hair Mask Sales by Application (2020-2025)

#### 7.4 Germany

#### 7.5 France

#### 7.6 UK

#### 7.7 Italy

#### 7.8 Russia

## **8 MIDDLE EAST & AFRICA**

### 8.1 Middle East & Africa Commercial-use Hair Mask by Country

#### 8.1.1 Middle East & Africa Commercial-use Hair Mask Sales by Country (2020-2025)

#### 8.1.2 Middle East & Africa Commercial-use Hair Mask Revenue by Country (2020-2025)

### 8.2 Middle East & Africa Commercial-use Hair Mask Sales by Type (2020-2025)

### 8.3 Middle East & Africa Commercial-use Hair Mask Sales by Application (2020-2025)

### 8.4 Egypt

### 8.5 South Africa

### 8.6 Israel

### 8.7 Turkey

### 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

### 9.1 Market Drivers & Growth Opportunities

### 9.2 Market Challenges & Risks

### 9.3 Industry Trends

## **10 MANUFACTURING COST STRUCTURE ANALYSIS**

### 10.1 Raw Material and Suppliers

### 10.2 Manufacturing Cost Structure Analysis of Commercial-use Hair Mask

### 10.3 Manufacturing Process Analysis of Commercial-use Hair Mask

### 10.4 Industry Chain Structure of Commercial-use Hair Mask

## **11 MARKETING, DISTRIBUTORS AND CUSTOMER**

### 11.1 Sales Channel

#### 11.1.1 Direct Channels

#### 11.1.2 Indirect Channels

### 11.2 Commercial-use Hair Mask Distributors

### 11.3 Commercial-use Hair Mask Customer

## **12 WORLD FORECAST REVIEW FOR COMMERCIAL-USE HAIR MASK BY GEOGRAPHIC REGION**

- 12.1 Global Commercial-use Hair Mask Market Size Forecast by Region
  - 12.1.1 Global Commercial-use Hair Mask Forecast by Region (2026-2031)
  - 12.1.2 Global Commercial-use Hair Mask Annual Revenue Forecast by Region (2026-2031)
- 12.2 Americas Forecast by Country (2026-2031)
- 12.3 APAC Forecast by Region (2026-2031)
- 12.4 Europe Forecast by Country (2026-2031)
- 12.5 Middle East & Africa Forecast by Country (2026-2031)
- 12.6 Global Commercial-use Hair Mask Forecast by Type (2026-2031)
- 12.7 Global Commercial-use Hair Mask Forecast by Application (2026-2031)

## **13 KEY PLAYERS ANALYSIS**

- 13.1 L'Oréal
  - 13.1.1 L'Oréal Company Information
  - 13.1.2 L'Oréal Commercial-use Hair Mask Product Portfolios and Specifications
  - 13.1.3 L'Oréal Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.1.4 L'Oréal Main Business Overview
  - 13.1.5 L'Oréal Latest Developments
- 13.2 Procter & Gamble
  - 13.2.1 Procter & Gamble Company Information
  - 13.2.2 Procter & Gamble Commercial-use Hair Mask Product Portfolios and Specifications
  - 13.2.3 Procter & Gamble Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.2.4 Procter & Gamble Main Business Overview
  - 13.2.5 Procter & Gamble Latest Developments
- 13.3 Henkel Group
  - 13.3.1 Henkel Group Company Information
  - 13.3.2 Henkel Group Commercial-use Hair Mask Product Portfolios and Specifications
  - 13.3.3 Henkel Group Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.3.4 Henkel Group Main Business Overview
  - 13.3.5 Henkel Group Latest Developments
- 13.4 Estée Lauder Companies
  - 13.4.1 Estée Lauder Companies Company Information
  - 13.4.2 Estée Lauder Companies Commercial-use Hair Mask Product Portfolios and Specifications

13.4.3 Est?e Lauder Companies Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)

13.4.4 Est?e Lauder Companies Main Business Overview

13.4.5 Est?e Lauder Companies Latest Developments

13.5 KAO

13.5.1 KAO Company Information

13.5.2 KAO Commercial-use Hair Mask Product Portfolios and Specifications

13.5.3 KAO Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)

13.5.4 KAO Main Business Overview

13.5.5 KAO Latest Developments

13.6 Johnson & Johnson

13.6.1 Johnson & Johnson Company Information

13.6.2 Johnson & Johnson Commercial-use Hair Mask Product Portfolios and Specifications

13.6.3 Johnson & Johnson Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)

13.6.4 Johnson & Johnson Main Business Overview

13.6.5 Johnson & Johnson Latest Developments

13.7 Unilever

13.7.1 Unilever Company Information

13.7.2 Unilever Commercial-use Hair Mask Product Portfolios and Specifications

13.7.3 Unilever Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)

13.7.4 Unilever Main Business Overview

13.7.5 Unilever Latest Developments

13.8 Coty Inc.

13.8.1 Coty Inc. Company Information

13.8.2 Coty Inc. Commercial-use Hair Mask Product Portfolios and Specifications

13.8.3 Coty Inc. Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)

13.8.4 Coty Inc. Main Business Overview

13.8.5 Coty Inc. Latest Developments

13.9 Helen of Troy Limited

13.9.1 Helen of Troy Limited Company Information

13.9.2 Helen of Troy Limited Commercial-use Hair Mask Product Portfolios and Specifications

13.9.3 Helen of Troy Limited Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)

- 13.9.4 Helen of Troy Limited Main Business Overview
- 13.9.5 Helen of Troy Limited Latest Developments
- 13.10 Lush Limited
  - 13.10.1 Lush Limited Company Information
  - 13.10.2 Lush Limited Commercial-use Hair Mask Product Portfolios and Specifications
  - 13.10.3 Lush Limited Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.10.4 Lush Limited Main Business Overview
  - 13.10.5 Lush Limited Latest Developments
- 13.11 Shiseido
  - 13.11.1 Shiseido Company Information
  - 13.11.2 Shiseido Commercial-use Hair Mask Product Portfolios and Specifications
  - 13.11.3 Shiseido Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.11.4 Shiseido Main Business Overview
  - 13.11.5 Shiseido Latest Developments
- 13.12 Lovefun
  - 13.12.1 Lovefun Company Information
  - 13.12.2 Lovefun Commercial-use Hair Mask Product Portfolios and Specifications
  - 13.12.3 Lovefun Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.12.4 Lovefun Main Business Overview
  - 13.12.5 Lovefun Latest Developments
- 13.13 Beeflower
  - 13.13.1 Beeflower Company Information
  - 13.13.2 Beeflower Commercial-use Hair Mask Product Portfolios and Specifications
  - 13.13.3 Beeflower Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.13.4 Beeflower Main Business Overview
  - 13.13.5 Beeflower Latest Developments
- 13.14 Moroccanoil
  - 13.14.1 Moroccanoil Company Information
  - 13.14.2 Moroccanoil Commercial-use Hair Mask Product Portfolios and Specifications
  - 13.14.3 Moroccanoil Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.14.4 Moroccanoil Main Business Overview
  - 13.14.5 Moroccanoil Latest Developments
- 13.15 Briogeo
  - 13.15.1 Briogeo Company Information

- 13.15.2 Briogeo Commercial-use Hair Mask Product Portfolios and Specifications
- 13.15.3 Briogeo Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)
- 13.15.4 Briogeo Main Business Overview
- 13.15.5 Briogeo Latest Developments
- 13.16 Amika
  - 13.16.1 Amika Company Information
  - 13.16.2 Amika Commercial-use Hair Mask Product Portfolios and Specifications
  - 13.16.3 Amika Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.16.4 Amika Main Business Overview
  - 13.16.5 Amika Latest Developments
- 13.17 SpoiledChild
  - 13.17.1 SpoiledChild Company Information
  - 13.17.2 SpoiledChild Commercial-use Hair Mask Product Portfolios and Specifications
  - 13.17.3 SpoiledChild Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.17.4 SpoiledChild Main Business Overview
  - 13.17.5 SpoiledChild Latest Developments
- 13.18 Pureology
  - 13.18.1 Pureology Company Information
  - 13.18.2 Pureology Commercial-use Hair Mask Product Portfolios and Specifications
  - 13.18.3 Pureology Commercial-use Hair Mask Sales, Revenue, Price and Gross Margin (2020-2025)
  - 13.18.4 Pureology Main Business Overview
  - 13.18.5 Pureology Latest Developments

## **14 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

Table 1. Commercial-use Hair Mask Annual Sales CAGR by Geographic Region (2020, 2024 & 2031) & (\$ millions)

Table 2. Commercial-use Hair Mask Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & (\$ millions)

Table 3. Major Players of Steam-Free Hair Mask

Table 4. Major Players of Thermal Steam Hair Mask

Table 5. Global Commercial-use Hair Mask Sales by Type (2020-2025) & (Tons)

Table 6. Global Commercial-use Hair Mask Sales Market Share by Type (2020-2025)

Table 7. Global Commercial-use Hair Mask Revenue by Type (2020-2025) & (\$ million)

Table 8. Global Commercial-use Hair Mask Revenue Market Share by Type (2020-2025)

Table 9. Global Commercial-use Hair Mask Sale Price by Type (2020-2025) & (US\$/Ton)

Table 10. Global Commercial-use Hair Mask Sale by Application (2020-2025) & (Tons)

Table 11. Global Commercial-use Hair Mask Sale Market Share by Application (2020-2025)

Table 12. Global Commercial-use Hair Mask Revenue by Application (2020-2025) & (\$ million)

Table 13. Global Commercial-use Hair Mask Revenue Market Share by Application (2020-2025)

Table 14. Global Commercial-use Hair Mask Sale Price by Application (2020-2025) & (US\$/Ton)

Table 15. Global Commercial-use Hair Mask Sales by Company (2020-2025) & (Tons)

Table 16. Global Commercial-use Hair Mask Sales Market Share by Company (2020-2025)

Table 17. Global Commercial-use Hair Mask Revenue by Company (2020-2025) & (\$ millions)

Table 18. Global Commercial-use Hair Mask Revenue Market Share by Company (2020-2025)

Table 19. Global Commercial-use Hair Mask Sale Price by Company (2020-2025) & (US\$/Ton)

Table 20. Key Manufacturers Commercial-use Hair Mask Producing Area Distribution and Sales Area

Table 21. Players Commercial-use Hair Mask Products Offered

Table 22. Commercial-use Hair Mask Concentration Ratio (CR3, CR5 and CR10) &

(2023-2025)

Table 23. New Products and Potential Entrants

Table 24. Market M&A Activity & Strategy

Table 25. Global Commercial-use Hair Mask Sales by Geographic Region (2020-2025) & (Tons)

Table 26. Global Commercial-use Hair Mask Sales Market Share Geographic Region (2020-2025)

Table 27. Global Commercial-use Hair Mask Revenue by Geographic Region (2020-2025) & (\$ millions)

Table 28. Global Commercial-use Hair Mask Revenue Market Share by Geographic Region (2020-2025)

Table 29. Global Commercial-use Hair Mask Sales by Country/Region (2020-2025) & (Tons)

Table 30. Global Commercial-use Hair Mask Sales Market Share by Country/Region (2020-2025)

Table 31. Global Commercial-use Hair Mask Revenue by Country/Region (2020-2025) & (\$ millions)

Table 32. Global Commercial-use Hair Mask Revenue Market Share by Country/Region (2020-2025)

Table 33. Americas Commercial-use Hair Mask Sales by Country (2020-2025) & (Tons)

Table 34. Americas Commercial-use Hair Mask Sales Market Share by Country (2020-2025)

Table 35. Americas Commercial-use Hair Mask Revenue by Country (2020-2025) & (\$ millions)

Table 36. Americas Commercial-use Hair Mask Sales by Type (2020-2025) & (Tons)

Table 37. Americas Commercial-use Hair Mask Sales by Application (2020-2025) & (Tons)

Table 38. APAC Commercial-use Hair Mask Sales by Region (2020-2025) & (Tons)

Table 39. APAC Commercial-use Hair Mask Sales Market Share by Region (2020-2025)

Table 40. APAC Commercial-use Hair Mask Revenue by Region (2020-2025) & (\$ millions)

Table 41. APAC Commercial-use Hair Mask Sales by Type (2020-2025) & (Tons)

Table 42. APAC Commercial-use Hair Mask Sales by Application (2020-2025) & (Tons)

Table 43. Europe Commercial-use Hair Mask Sales by Country (2020-2025) & (Tons)

Table 44. Europe Commercial-use Hair Mask Revenue by Country (2020-2025) & (\$ millions)

Table 45. Europe Commercial-use Hair Mask Sales by Type (2020-2025) & (Tons)

Table 46. Europe Commercial-use Hair Mask Sales by Application (2020-2025) &

(Tons)

Table 47. Middle East & Africa Commercial-use Hair Mask Sales by Country (2020-2025) & (Tons)

Table 48. Middle East & Africa Commercial-use Hair Mask Revenue Market Share by Country (2020-2025)

Table 49. Middle East & Africa Commercial-use Hair Mask Sales by Type (2020-2025) & (Tons)

Table 50. Middle East & Africa Commercial-use Hair Mask Sales by Application (2020-2025) & (Tons)

Table 51. Key Market Drivers & Growth Opportunities of Commercial-use Hair Mask

Table 52. Key Market Challenges & Risks of Commercial-use Hair Mask

Table 53. Key Industry Trends of Commercial-use Hair Mask

Table 54. Commercial-use Hair Mask Raw Material

Table 55. Key Suppliers of Raw Materials

Table 56. Commercial-use Hair Mask Distributors List

Table 57. Commercial-use Hair Mask Customer List

Table 58. Global Commercial-use Hair Mask Sales Forecast by Region (2026-2031) & (Tons)

Table 59. Global Commercial-use Hair Mask Revenue Forecast by Region (2026-2031) & (\$ millions)

Table 60. Americas Commercial-use Hair Mask Sales Forecast by Country (2026-2031) & (Tons)

Table 61. Americas Commercial-use Hair Mask Annual Revenue Forecast by Country (2026-2031) & (\$ millions)

Table 62. APAC Commercial-use Hair Mask Sales Forecast by Region (2026-2031) & (Tons)

Table 63. APAC Commercial-use Hair Mask Annual Revenue Forecast by Region (2026-2031) & (\$ millions)

Table 64. Europe Commercial-use Hair Mask Sales Forecast by Country (2026-2031) & (Tons)

Table 65. Europe Commercial-use Hair Mask Revenue Forecast by Country (2026-2031) & (\$ millions)

Table 66. Middle East & Africa Commercial-use Hair Mask Sales Forecast by Country (2026-2031) & (Tons)

Table 67. Middle East & Africa Commercial-use Hair Mask Revenue Forecast by Country (2026-2031) & (\$ millions)

Table 68. Global Commercial-use Hair Mask Sales Forecast by Type (2026-2031) & (Tons)

Table 69. Global Commercial-use Hair Mask Revenue Forecast by Type (2026-2031) &

(\$ millions)

Table 70. Global Commercial-use Hair Mask Sales Forecast by Application (2026-2031) & (Tons)

Table 71. Global Commercial-use Hair Mask Revenue Forecast by Application (2026-2031) & (\$ millions)

Table 72. L'Oréal Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 73. L'Oréal Commercial-use Hair Mask Product Portfolios and Specifications

Table 74. L'Oréal Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 75. L'Oréal Main Business

Table 76. L'Oréal Latest Developments

Table 77. Procter & Gamble Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 78. Procter & Gamble Commercial-use Hair Mask Product Portfolios and Specifications

Table 79. Procter & Gamble Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 80. Procter & Gamble Main Business

Table 81. Procter & Gamble Latest Developments

Table 82. Henkel Group Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 83. Henkel Group Commercial-use Hair Mask Product Portfolios and Specifications

Table 84. Henkel Group Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 85. Henkel Group Main Business

Table 86. Henkel Group Latest Developments

Table 87. Estée Lauder Companies Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 88. Estée Lauder Companies Commercial-use Hair Mask Product Portfolios and Specifications

Table 89. Estée Lauder Companies Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 90. Estée Lauder Companies Main Business

Table 91. Estée Lauder Companies Latest Developments

Table 92. KAO Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 93. KAO Commercial-use Hair Mask Product Portfolios and Specifications

Table 94. KAO Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 95. KAO Main Business

Table 96. KAO Latest Developments

Table 97. Johnson & Johnson Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 98. Johnson & Johnson Commercial-use Hair Mask Product Portfolios and Specifications

Table 99. Johnson & Johnson Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 100. Johnson & Johnson Main Business

Table 101. Johnson & Johnson Latest Developments

Table 102. Unilever Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 103. Unilever Commercial-use Hair Mask Product Portfolios and Specifications

Table 104. Unilever Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 105. Unilever Main Business

Table 106. Unilever Latest Developments

Table 107. Coty Inc. Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 108. Coty Inc. Commercial-use Hair Mask Product Portfolios and Specifications

Table 109. Coty Inc. Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 110. Coty Inc. Main Business

Table 111. Coty Inc. Latest Developments

Table 112. Helen of Troy Limited Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 113. Helen of Troy Limited Commercial-use Hair Mask Product Portfolios and Specifications

Table 114. Helen of Troy Limited Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 115. Helen of Troy Limited Main Business

Table 116. Helen of Troy Limited Latest Developments

Table 117. Lush Limited Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 118. Lush Limited Commercial-use Hair Mask Product Portfolios and Specifications

Table 119. Lush Limited Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million),

Price (US\$/Ton) and Gross Margin (2020-2025)

Table 120. Lush Limited Main Business

Table 121. Lush Limited Latest Developments

Table 122. Shiseido Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 123. Shiseido Commercial-use Hair Mask Product Portfolios and Specifications

Table 124. Shiseido Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 125. Shiseido Main Business

Table 126. Shiseido Latest Developments

Table 127. Lovefun Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 128. Lovefun Commercial-use Hair Mask Product Portfolios and Specifications

Table 129. Lovefun Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 130. Lovefun Main Business

Table 131. Lovefun Latest Developments

Table 132. Beeflower Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 133. Beeflower Commercial-use Hair Mask Product Portfolios and Specifications

Table 134. Beeflower Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 135. Beeflower Main Business

Table 136. Beeflower Latest Developments

Table 137. Moroccanoil Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 138. Moroccanoil Commercial-use Hair Mask Product Portfolios and Specifications

Table 139. Moroccanoil Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 140. Moroccanoil Main Business

Table 141. Moroccanoil Latest Developments

Table 142. Briogeo Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 143. Briogeo Commercial-use Hair Mask Product Portfolios and Specifications

Table 144. Briogeo Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 145. Briogeo Main Business

Table 146. Briogeo Latest Developments

Table 147. Amika Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 148. Amika Commercial-use Hair Mask Product Portfolios and Specifications

Table 149. Amika Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 150. Amika Main Business

Table 151. Amika Latest Developments

Table 152. SpoiledChild Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 153. SpoiledChild Commercial-use Hair Mask Product Portfolios and Specifications

Table 154. SpoiledChild Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 155. SpoiledChild Main Business

Table 156. SpoiledChild Latest Developments

Table 157. Pureology Basic Information, Commercial-use Hair Mask Manufacturing Base, Sales Area and Its Competitors

Table 158. Pureology Commercial-use Hair Mask Product Portfolios and Specifications

Table 159. Pureology Commercial-use Hair Mask Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2020-2025)

Table 160. Pureology Main Business

Table 161. Pureology Latest Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Picture of Commercial-use Hair Mask
- Figure 2. Commercial-use Hair Mask Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Commercial-use Hair Mask Sales Growth Rate 2020-2031 (Tons)
- Figure 7. Global Commercial-use Hair Mask Revenue Growth Rate 2020-2031 (\$ millions)
- Figure 8. Commercial-use Hair Mask Sales by Geographic Region (2020, 2024 & 2031) & (\$ millions)
- Figure 9. Commercial-use Hair Mask Sales Market Share by Country/Region (2024)
- Figure 10. Commercial-use Hair Mask Sales Market Share by Country/Region (2020, 2024 & 2031)
- Figure 11. Product Picture of Steam-Free Hair Mask
- Figure 12. Product Picture of Thermal Steam Hair Mask
- Figure 13. Global Commercial-use Hair Mask Sales Market Share by Type in 2025
- Figure 14. Global Commercial-use Hair Mask Revenue Market Share by Type (2020-2025)
- Figure 15. Commercial-use Hair Mask Consumed in Salon Use
- Figure 16. Global Commercial-use Hair Mask Market: Salon Use (2020-2025) & (Tons)
- Figure 17. Commercial-use Hair Mask Consumed in Hotels, etc.
- Figure 18. Global Commercial-use Hair Mask Market: Hotels, etc. (2020-2025) & (Tons)
- Figure 19. Global Commercial-use Hair Mask Sale Market Share by Application (2024)
- Figure 20. Global Commercial-use Hair Mask Revenue Market Share by Application in 2025
- Figure 21. Commercial-use Hair Mask Sales by Company in 2025 (Tons)
- Figure 22. Global Commercial-use Hair Mask Sales Market Share by Company in 2025
- Figure 23. Commercial-use Hair Mask Revenue by Company in 2025 (\$ millions)
- Figure 24. Global Commercial-use Hair Mask Revenue Market Share by Company in 2025
- Figure 25. Global Commercial-use Hair Mask Sales Market Share by Geographic Region (2020-2025)
- Figure 26. Global Commercial-use Hair Mask Revenue Market Share by Geographic Region in 2025
- Figure 27. Americas Commercial-use Hair Mask Sales 2020-2025 (Tons)

Figure 28. Americas Commercial-use Hair Mask Revenue 2020-2025 (\$ millions)

Figure 29. APAC Commercial-use Hair Mask Sales 2020-2025 (Tons)

Figure 30. APAC Commercial-use Hair Mask Revenue 2020-2025 (\$ millions)

Figure 31. Europe Commercial-use Hair Mask Sales 2020-2025 (Tons)

Figure 32. Europe Commercial-use Hair Mask Revenue 2020-2025 (\$ millions)

Figure 33. Middle East & Africa Commercial-use Hair Mask Sales 2020-2025 (Tons)

Figure 34. Middle East & Africa Commercial-use Hair Mask Revenue 2020-2025 (\$ millions)

Figure 35. Americas Commercial-use Hair Mask Sales Market Share by Country in 2025

Figure 36. Americas Commercial-use Hair Mask Revenue Market Share by Country (2020-2025)

Figure 37. Americas Commercial-use Hair Mask Sales Market Share by Type (2020-2025)

Figure 38. Americas Commercial-use Hair Mask Sales Market Share by Application (2020-2025)

Figure 39. United States Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 40. Canada Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 41. Mexico Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 42. Brazil Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 43. APAC Commercial-use Hair Mask Sales Market Share by Region in 2025

Figure 44. APAC Commercial-use Hair Mask Revenue Market Share by Region (2020-2025)

Figure 45. APAC Commercial-use Hair Mask Sales Market Share by Type (2020-2025)

Figure 46. APAC Commercial-use Hair Mask Sales Market Share by Application (2020-2025)

Figure 47. China Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 48. Japan Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 49. South Korea Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 50. Southeast Asia Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 51. India Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 52. Australia Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 53. China Taiwan Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 54. Europe Commercial-use Hair Mask Sales Market Share by Country in 2025

Figure 55. Europe Commercial-use Hair Mask Revenue Market Share by Country

(2020-2025)

Figure 56. Europe Commercial-use Hair Mask Sales Market Share by Type (2020-2025)

Figure 57. Europe Commercial-use Hair Mask Sales Market Share by Application (2020-2025)

Figure 58. Germany Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 59. France Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 60. UK Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 61. Italy Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 62. Russia Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 63. Middle East & Africa Commercial-use Hair Mask Sales Market Share by Country (2020-2025)

Figure 64. Middle East & Africa Commercial-use Hair Mask Sales Market Share by Type (2020-2025)

Figure 65. Middle East & Africa Commercial-use Hair Mask Sales Market Share by Application (2020-2025)

Figure 66. Egypt Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 67. South Africa Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 68. Israel Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 69. Turkey Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 70. GCC Countries Commercial-use Hair Mask Revenue Growth 2020-2025 (\$ millions)

Figure 71. Manufacturing Cost Structure Analysis of Commercial-use Hair Mask in 2025

Figure 72. Manufacturing Process Analysis of Commercial-use Hair Mask

Figure 73. Industry Chain Structure of Commercial-use Hair Mask

Figure 74. Channels of Distribution

Figure 75. Global Commercial-use Hair Mask Sales Market Forecast by Region (2026-2031)

Figure 76. Global Commercial-use Hair Mask Revenue Market Share Forecast by Region (2026-2031)

Figure 77. Global Commercial-use Hair Mask Sales Market Share Forecast by Type (2026-2031)

Figure 78. Global Commercial-use Hair Mask Revenue Market Share Forecast by Type (2026-2031)

Figure 79. Global Commercial-use Hair Mask Sales Market Share Forecast by Application (2026-2031)

Figure 80. Global Commercial-use Hair Mask Revenue Market Share Forecast by Application (2026-2031)

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