

Global Hair Volumizing Spray Market Growth 2026-2032

<https://marketpublishers.com/r/G51640C46A2BEN.html>

Date: July 2026

Pages: 172

Price: US\$ 3,660.00 (Single User License)

ID: G51640C46A2BEN

Abstracts

The global Hair Volumizing Spray market size is predicted to grow from US\$ 1389 million in 2025 to US\$ 1958 million in 2032; it is expected to grow at a CAGR of 5.1% from 2026 to 2032.

Hair volumizing spray refers to a category of leave-on hair styling cosmetic products applied to the hair lengths and root area through aerosol, pump, continuous-mist or targeted spray delivery systems. These products use film-forming polymers, lightweight absorbent powders, texturizing salts or sugars, conditioning agents, heat-protection ingredients and fragrance systems to create root lift, visible fullness, airy texture, flexible hold, oil-control refreshment and blowout support. This study focuses on spray-format products whose primary claims are volume, fullness, root lift, texture enhancement and flat-hair improvement, including aerosol volumizing sprays, root-lift sprays, dry volume and texture sprays, pre-blowout volumizing sprays and targeted root booster sprays for fine, flat, oily or second-day hair and professional salon styling.

Based on our research, hair volumizing spray should be treated as a functional sub-segment within hair styling rather than a simple extension of traditional hairspray. While conventional hairsprays are primarily designed to lock a finished style in place, volumizing sprays focus on visible fullness, root lift, airy texture, oil-control refreshment and lightweight styling support. This distinction matters for market sizing, because many products marketed as dry texture sprays, root boosters, thickening sprays or blowout sprays serve the same consumer need even if they are not labelled 'volumizing spray' on the front of pack. The narrow market definition used in this study therefore includes spray products whose primary function is volume, lift, fullness or texture, while excluding pure hold sprays, regular shampoos, hair-growth tonics, color sprays and non-spray volumizing powders from the revenue model.

Demand is being driven by fine-hair and flat-hair consumers, oily scalp and second-day refresh routines, salon blowout replication at home, and social-media-led grooming occasions. North America and Europe remain the most developed markets for premium dry texture and root-lift sprays, while Japan and South Korea emphasize natural, lightweight daily styling. China is growing through localized consumer language such as oil-control volume, dry shampoo volume, 'fluff water' and instant root lift. However, China's brand and manufacturing base remains more fragmented, and official product and financial disclosure is weaker than in Western and Japanese markets. This is why the broad longlist is larger than the core formal list.

From a product and technology perspective, the category is shifting away from stiff, high-residue, high-VOC hairspray formulas toward flexible polymers, invisible powders, softer spray valves, heat-activated root support, multifunctional thickening claims and more sustainable spray systems. Aerosols remain important because they provide rapid drying, even distribution and strong sensory performance, but regulatory pressure and logistics constraints are encouraging pump sprays, continuous mists, bag-on-valve systems and hybrid texture formulas. Future competition will therefore depend not only on brand equity but also on formulation quality, residue control, scent profile, nozzle performance, VOC compliance and the ability to combine volume with heat protection, scalp comfort and natural movement.

LP Information, Inc. (LPI) ' newest research report, the 'Hair Volumizing Spray Industry Forecast' looks at past sales and reviews total world Hair Volumizing Spray sales in 2025, providing a comprehensive analysis by region and market sector of projected Hair Volumizing Spray sales for 2026 through 2032. With Hair Volumizing Spray sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Hair Volumizing Spray industry.

This Insight Report provides a comprehensive analysis of the global Hair Volumizing Spray 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 Hair Volumizing Spray portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Hair Volumizing Spray market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Hair Volumizing Spray and breaks down the forecast by

Type, by Sale Channel, 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 Hair Volumizing Spray.

This report presents a comprehensive overview, market shares, and growth opportunities of Hair Volumizing Spray market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Root Lift Spray

Texturizing Volume Spray

Other

Segmentation by Delivery Format:

Aerosol Spray

Pump Spray

Bag-on-Valve Spray

Other Spray Format

Segmentation by Formulation System:

Polymer-Based System

Powder Absorbent System

Other

Segmentation by Sale Channel:

Online Sales

Offline Sales

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.

The Procter & Gamble Company

Unilever PLC

L'Oréal Groupe

Henkel AG & Co. KGaA

Kenvue Inc.

The Estée Lauder Companies Inc.

Kao Corporation

Wella Company

Fareva

kdc/one

Helen of Troy Limited

American Spraytech LLC

Moroccanoil, Inc.

John Paul Mitchell Systems

Living Proof, Inc.

Color Wow

Ouai

IGK Hair

amika

Not Your Mother's

Verb Products

KEVIN.MURPHY

Oway

Maria Nila

Above Aerosol Labs

ASM Aerosol-Service AG

Qyonz

Key Questions Addressed in this Report

What is the 10-year outlook for the global Hair Volumizing Spray market?

What factors are driving Hair Volumizing Spray market growth, globally and by region?
Which technologies are poised for the fastest growth by market and region?
How do Hair Volumizing Spray market opportunities vary by end market size?
How does Hair Volumizing Spray break out by Type, by Sale Channel?

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 Hair Volumizing Spray Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Hair Volumizing Spray by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Hair Volumizing Spray by Country/Region, 2021, 2025 & 2032
- 2.2 Hair Volumizing Spray Segment by Type
 - 2.2.1 Root Lift Spray
 - 2.2.2 Texturizing Volume Spray
 - 2.2.3 Other
 - 2.2.4 Hair Volumizing Spray Sales by Type
 - 2.2.4.1 Global Hair Volumizing Spray Sales Market Share by Type (2021-2026)
 - 2.2.4.2 Global Hair Volumizing Spray Revenue and Market Share by Type (2021-2026)
 - 2.2.4.3 Global Hair Volumizing Spray Sale Price by Type (2021-2026)
- 2.3 Hair Volumizing Spray Segment by Delivery Format
 - 2.3.1 Aerosol Spray
 - 2.3.2 Pump Spray
 - 2.3.3 Bag-on-Valve Spray
 - 2.3.4 Other Spray Format
 - 2.3.5 Hair Volumizing Spray Sales by Delivery Format
 - 2.3.5.1 Global Hair Volumizing Spray Sales Market Share by Delivery Format (2021-2026)
 - 2.3.5.2 Global Hair Volumizing Spray Revenue and Market Share by Delivery Format

(2021-2026)

2.3.5.3 Global Hair Volumizing Spray Sale Price by Delivery Format (2021-2026)

2.4 Hair Volumizing Spray Segment by Formulation System

2.4.1 Polymer-Based System

2.4.2 Powder Absorbent System

2.4.3 Other

2.4.4 Hair Volumizing Spray Sales by Formulation System

2.4.4.1 Global Hair Volumizing Spray Sales Market Share by Formulation System

(2021-2026)

2.4.4.2 Global Hair Volumizing Spray Revenue and Market Share by Formulation System (2021-2026)

2.4.4.3 Global Hair Volumizing Spray Sale Price by Formulation System (2021-2026)

2.5 Hair Volumizing Spray Segment by Sale Channel

2.5.1 Online Sales

2.5.2 Offline Sales

2.5.3 Hair Volumizing Spray Sales by Sale Channel

2.5.3.1 Global Hair Volumizing Spray Sale Market Share by Sale Channel

(2021-2026)

2.5.3.2 Global Hair Volumizing Spray Revenue and Market Share by Sale Channel (2021-2026)

2.5.3.3 Global Hair Volumizing Spray Sale Price by Sale Channel (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Hair Volumizing Spray Breakdown Data by Company

3.1.1 Global Hair Volumizing Spray Annual Sales by Company (2021-2026)

3.1.2 Global Hair Volumizing Spray Sales Market Share by Company (2021-2026)

3.2 Global Hair Volumizing Spray Annual Revenue by Company (2021-2026)

3.2.1 Global Hair Volumizing Spray Revenue by Company (2021-2026)

3.2.2 Global Hair Volumizing Spray Revenue Market Share by Company (2021-2026)

3.3 Global Hair Volumizing Spray Sale Price by Company

3.4 Key Manufacturers Hair Volumizing Spray Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Hair Volumizing Spray Product Location Distribution

3.4.2 Players Hair Volumizing Spray Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR HAIR VOLUMIZING SPRAY BY GEOGRAPHIC REGION

4.1 World Historic Hair Volumizing Spray Market Size by Geographic Region (2021-2026)

4.1.1 Global Hair Volumizing Spray Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Hair Volumizing Spray Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Hair Volumizing Spray Market Size by Country/Region (2021-2026)

4.2.1 Global Hair Volumizing Spray Annual Sales by Country/Region (2021-2026)

4.2.2 Global Hair Volumizing Spray Annual Revenue by Country/Region (2021-2026)

4.3 Americas Hair Volumizing Spray Sales Growth

4.4 APAC Hair Volumizing Spray Sales Growth

4.5 Europe Hair Volumizing Spray Sales Growth

4.6 Middle East & Africa Hair Volumizing Spray Sales Growth

5 AMERICAS

5.1 Americas Hair Volumizing Spray Sales by Country

5.1.1 Americas Hair Volumizing Spray Sales by Country (2021-2026)

5.1.2 Americas Hair Volumizing Spray Revenue by Country (2021-2026)

5.2 Americas Hair Volumizing Spray Sales by Type (2021-2026)

5.3 Americas Hair Volumizing Spray Sales by Sale Channel (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Hair Volumizing Spray Sales by Region

6.1.1 APAC Hair Volumizing Spray Sales by Region (2021-2026)

6.1.2 APAC Hair Volumizing Spray Revenue by Region (2021-2026)

6.2 APAC Hair Volumizing Spray Sales by Type (2021-2026)

6.3 APAC Hair Volumizing Spray Sales by Sale Channel (2021-2026)

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 Hair Volumizing Spray by Country
 - 7.1.1 Europe Hair Volumizing Spray Sales by Country (2021-2026)
 - 7.1.2 Europe Hair Volumizing Spray Revenue by Country (2021-2026)
- 7.2 Europe Hair Volumizing Spray Sales by Type (2021-2026)
- 7.3 Europe Hair Volumizing Spray Sales by Sale Channel (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Hair Volumizing Spray by Country
 - 8.1.1 Middle East & Africa Hair Volumizing Spray Sales by Country (2021-2026)
 - 8.1.2 Middle East & Africa Hair Volumizing Spray Revenue by Country (2021-2026)
- 8.2 Middle East & Africa Hair Volumizing Spray Sales by Type (2021-2026)
- 8.3 Middle East & Africa Hair Volumizing Spray Sales by Sale Channel (2021-2026)
- 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 Hair Volumizing Spray
- 10.3 Manufacturing Process Analysis of Hair Volumizing Spray
- 10.4 Industry Chain Structure of Hair Volumizing Spray

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels
- 11.2 Hair Volumizing Spray Distributors
- 11.3 Hair Volumizing Spray Customer

12 WORLD FORECAST REVIEW FOR HAIR VOLUMIZING SPRAY BY GEOGRAPHIC REGION

- 12.1 Global Hair Volumizing Spray Market Size Forecast by Region
 - 12.1.1 Global Hair Volumizing Spray Forecast by Region (2027-2032)
 - 12.1.2 Global Hair Volumizing Spray Annual Revenue Forecast by Region (2027-2032)
- 12.2 Americas Forecast by Country (2027-2032)
- 12.3 APAC Forecast by Region (2027-2032)
- 12.4 Europe Forecast by Country (2027-2032)
- 12.5 Middle East & Africa Forecast by Country (2027-2032)
- 12.6 Global Hair Volumizing Spray Forecast by Type (2027-2032)
- 12.7 Global Hair Volumizing Spray Forecast by Sale Channel (2027-2032)

13 KEY PLAYERS ANALYSIS

- 13.1 The Procter & Gamble Company
 - 13.1.1 The Procter & Gamble Company Company Information
 - 13.1.2 The Procter & Gamble Company Hair Volumizing Spray Product Portfolios and Specifications
 - 13.1.3 The Procter & Gamble Company Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.1.4 The Procter & Gamble Company Main Business Overview
 - 13.1.5 The Procter & Gamble Company Latest Developments
- 13.2 Unilever PLC

- 13.2.1 Unilever PLC Company Information
- 13.2.2 Unilever PLC Hair Volumizing Spray Product Portfolios and Specifications
- 13.2.3 Unilever PLC Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.2.4 Unilever PLC Main Business Overview
- 13.2.5 Unilever PLC Latest Developments
- 13.3 L'Oréal Groupe
 - 13.3.1 L'Oréal Groupe Company Information
 - 13.3.2 L'Oréal Groupe Hair Volumizing Spray Product Portfolios and Specifications
 - 13.3.3 L'Oréal Groupe Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.3.4 L'Oréal Groupe Main Business Overview
 - 13.3.5 L'Oréal Groupe Latest Developments
- 13.4 Henkel AG & Co. KGaA
 - 13.4.1 Henkel AG & Co. KGaA Company Information
 - 13.4.2 Henkel AG & Co. KGaA Hair Volumizing Spray Product Portfolios and Specifications
 - 13.4.3 Henkel AG & Co. KGaA Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 Henkel AG & Co. KGaA Main Business Overview
 - 13.4.5 Henkel AG & Co. KGaA Latest Developments
- 13.5 Kenvue Inc.
 - 13.5.1 Kenvue Inc. Company Information
 - 13.5.2 Kenvue Inc. Hair Volumizing Spray Product Portfolios and Specifications
 - 13.5.3 Kenvue Inc. Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 Kenvue Inc. Main Business Overview
 - 13.5.5 Kenvue Inc. Latest Developments
- 13.6 The Estée Lauder Companies Inc.
 - 13.6.1 The Estée Lauder Companies Inc. Company Information
 - 13.6.2 The Estée Lauder Companies Inc. Hair Volumizing Spray Product Portfolios and Specifications
 - 13.6.3 The Estée Lauder Companies Inc. Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.6.4 The Estée Lauder Companies Inc. Main Business Overview
 - 13.6.5 The Estée Lauder Companies Inc. Latest Developments
- 13.7 Kao Corporation
 - 13.7.1 Kao Corporation Company Information
 - 13.7.2 Kao Corporation Hair Volumizing Spray Product Portfolios and Specifications

13.7.3 Kao Corporation Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 Kao Corporation Main Business Overview

13.7.5 Kao Corporation Latest Developments

13.8 Wella Company

13.8.1 Wella Company Company Information

13.8.2 Wella Company Hair Volumizing Spray Product Portfolios and Specifications

13.8.3 Wella Company Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Wella Company Main Business Overview

13.8.5 Wella Company Latest Developments

13.9 Fareva

13.9.1 Fareva Company Information

13.9.2 Fareva Hair Volumizing Spray Product Portfolios and Specifications

13.9.3 Fareva Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 Fareva Main Business Overview

13.9.5 Fareva Latest Developments

13.10 kdc/one

13.10.1 kdc/one Company Information

13.10.2 kdc/one Hair Volumizing Spray Product Portfolios and Specifications

13.10.3 kdc/one Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 kdc/one Main Business Overview

13.10.5 kdc/one Latest Developments

13.11 Helen of Troy Limited

13.11.1 Helen of Troy Limited Company Information

13.11.2 Helen of Troy Limited Hair Volumizing Spray Product Portfolios and Specifications

13.11.3 Helen of Troy Limited Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 Helen of Troy Limited Main Business Overview

13.11.5 Helen of Troy Limited Latest Developments

13.12 American Spraytech LLC

13.12.1 American Spraytech LLC Company Information

13.12.2 American Spraytech LLC Hair Volumizing Spray Product Portfolios and Specifications

13.12.3 American Spraytech LLC Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.12.4 American Spraytech LLC Main Business Overview
- 13.12.5 American Spraytech LLC Latest Developments
- 13.13 Moroccanoil, Inc.
 - 13.13.1 Moroccanoil, Inc. Company Information
 - 13.13.2 Moroccanoil, Inc. Hair Volumizing Spray Product Portfolios and Specifications
 - 13.13.3 Moroccanoil, Inc. Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.13.4 Moroccanoil, Inc. Main Business Overview
 - 13.13.5 Moroccanoil, Inc. Latest Developments
- 13.14 John Paul Mitchell Systems
 - 13.14.1 John Paul Mitchell Systems Company Information
 - 13.14.2 John Paul Mitchell Systems Hair Volumizing Spray Product Portfolios and Specifications
 - 13.14.3 John Paul Mitchell Systems Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.14.4 John Paul Mitchell Systems Main Business Overview
 - 13.14.5 John Paul Mitchell Systems Latest Developments
- 13.15 Living Proof, Inc.
 - 13.15.1 Living Proof, Inc. Company Information
 - 13.15.2 Living Proof, Inc. Hair Volumizing Spray Product Portfolios and Specifications
 - 13.15.3 Living Proof, Inc. Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.15.4 Living Proof, Inc. Main Business Overview
 - 13.15.5 Living Proof, Inc. Latest Developments
- 13.16 Color Wow
 - 13.16.1 Color Wow Company Information
 - 13.16.2 Color Wow Hair Volumizing Spray Product Portfolios and Specifications
 - 13.16.3 Color Wow Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.16.4 Color Wow Main Business Overview
 - 13.16.5 Color Wow Latest Developments
- 13.17 OUAL
 - 13.17.1 OUAL Company Information
 - 13.17.2 OUAL Hair Volumizing Spray Product Portfolios and Specifications
 - 13.17.3 OUAL Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.17.4 OUAL Main Business Overview
 - 13.17.5 OUAL Latest Developments
- 13.18 IGK Hair

- 13.18.1 IGK Hair Company Information
- 13.18.2 IGK Hair Hair Volumizing Spray Product Portfolios and Specifications
- 13.18.3 IGK Hair Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.18.4 IGK Hair Main Business Overview
- 13.18.5 IGK Hair Latest Developments
- 13.19 amika
 - 13.19.1 amika Company Information
 - 13.19.2 amika Hair Volumizing Spray Product Portfolios and Specifications
 - 13.19.3 amika Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.19.4 amika Main Business Overview
 - 13.19.5 amika Latest Developments
- 13.20 Not Your Mother?s
 - 13.20.1 Not Your Mother?s Company Information
 - 13.20.2 Not Your Mother?s Hair Volumizing Spray Product Portfolios and Specifications
 - 13.20.3 Not Your Mother?s Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.20.4 Not Your Mother?s Main Business Overview
 - 13.20.5 Not Your Mother?s Latest Developments
- 13.21 Verb Products
 - 13.21.1 Verb Products Company Information
 - 13.21.2 Verb Products Hair Volumizing Spray Product Portfolios and Specifications
 - 13.21.3 Verb Products Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.21.4 Verb Products Main Business Overview
 - 13.21.5 Verb Products Latest Developments
- 13.22 KEVIN.MURPHY
 - 13.22.1 KEVIN.MURPHY Company Information
 - 13.22.2 KEVIN.MURPHY Hair Volumizing Spray Product Portfolios and Specifications
 - 13.22.3 KEVIN.MURPHY Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.22.4 KEVIN.MURPHY Main Business Overview
 - 13.22.5 KEVIN.MURPHY Latest Developments
- 13.23 Oway
 - 13.23.1 Oway Company Information
 - 13.23.2 Oway Hair Volumizing Spray Product Portfolios and Specifications
 - 13.23.3 Oway Hair Volumizing Spray Sales, Revenue, Price and Gross Margin

(2021-2026)

13.23.4 Oway Main Business Overview

13.23.5 Oway Latest Developments

13.24 Maria Nila

13.24.1 Maria Nila Company Information

13.24.2 Maria Nila Hair Volumizing Spray Product Portfolios and Specifications

13.24.3 Maria Nila Hair Volumizing Spray Sales, Revenue, Price and Gross Margin

(2021-2026)

13.24.4 Maria Nila Main Business Overview

13.24.5 Maria Nila Latest Developments

13.25 Above Aerosol Labs

13.25.1 Above Aerosol Labs Company Information

13.25.2 Above Aerosol Labs Hair Volumizing Spray Product Portfolios and Specifications

13.25.3 Above Aerosol Labs Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)

13.25.4 Above Aerosol Labs Main Business Overview

13.25.5 Above Aerosol Labs Latest Developments

13.26 ASM Aerosol-Service AG

13.26.1 ASM Aerosol-Service AG Company Information

13.26.2 ASM Aerosol-Service AG Hair Volumizing Spray Product Portfolios and Specifications

13.26.3 ASM Aerosol-Service AG Hair Volumizing Spray Sales, Revenue, Price and Gross Margin (2021-2026)

13.26.4 ASM Aerosol-Service AG Main Business Overview

13.26.5 ASM Aerosol-Service AG Latest Developments

13.27 Qyonz

13.27.1 Qyonz Company Information

13.27.2 Qyonz Hair Volumizing Spray Product Portfolios and Specifications

13.27.3 Qyonz Hair Volumizing Spray Sales, Revenue, Price and Gross Margin

(2021-2026)

13.27.4 Qyonz Main Business Overview

13.27.5 Qyonz Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Hair Volumizing Spray Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Hair Volumizing Spray Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Root Lift Spray

Table 4. Major Players of Texturizing Volume Spray

Table 5. Major Players of Other

Table 6. Global Hair Volumizing Spray Sales by Type (2021-2026) & (K Units)

Table 7. Global Hair Volumizing Spray Sales Market Share by Type (2021-2026)

Table 8. Global Hair Volumizing Spray Revenue by Type (2021-2026) & (\$ million)

Table 9. Global Hair Volumizing Spray Revenue Market Share by Type (2021-2026)

Table 10. Global Hair Volumizing Spray Sale Price by Type (2021-2026) & (US\$/Unit)

Table 11. Major Players of Aerosol Spray

Table 12. Major Players of Pump Spray

Table 13. Major Players of Bag-on-Valve Spray

Table 14. Major Players of Other Spray Format

Table 15. Global Hair Volumizing Spray Sales by Delivery Format (2021-2026) & (K Units)

Table 16. Global Hair Volumizing Spray Sales Market Share by Delivery Format (2021-2026)

Table 17. Global Hair Volumizing Spray Revenue by Delivery Format (2021-2026) & (\$ million)

Table 18. Global Hair Volumizing Spray Revenue Market Share by Delivery Format (2021-2026)

Table 19. Global Hair Volumizing Spray Sale Price by Delivery Format (2021-2026) & (US\$/Unit)

Table 20. Major Players of Polymer-Based System

Table 21. Major Players of Powder Absorbent System

Table 22. Major Players of Other

Table 23. Global Hair Volumizing Spray Sales by Formulation System (2021-2026) & (K Units)

Table 24. Global Hair Volumizing Spray Sales Market Share by Formulation System (2021-2026)

Table 25. Global Hair Volumizing Spray Revenue by Formulation System (2021-2026) & (\$ million)

Table 26. Global Hair Volumizing Spray Revenue Market Share by Formulation System (2021-2026)

Table 27. Global Hair Volumizing Spray Sale Price by Formulation System (2021-2026) & (US\$/Unit)

Table 28. Global Hair Volumizing Spray Sale by Sale Channel (2021-2026) & (K Units)

Table 29. Global Hair Volumizing Spray Sale Market Share by Sale Channel (2021-2026)

Table 30. Global Hair Volumizing Spray Revenue by Sale Channel (2021-2026) & (\$ million)

Table 31. Global Hair Volumizing Spray Revenue Market Share by Sale Channel (2021-2026)

Table 32. Global Hair Volumizing Spray Sale Price by Sale Channel (2021-2026) & (US\$/Unit)

Table 33. Global Hair Volumizing Spray Sales by Company (2021-2026) & (K Units)

Table 34. Global Hair Volumizing Spray Sales Market Share by Company (2021-2026)

Table 35. Global Hair Volumizing Spray Revenue by Company (2021-2026) & (\$ millions)

Table 36. Global Hair Volumizing Spray Revenue Market Share by Company (2021-2026)

Table 37. Global Hair Volumizing Spray Sale Price by Company (2021-2026) & (US\$/Unit)

Table 38. Key Manufacturers Hair Volumizing Spray Producing Area Distribution and Sales Area

Table 39. Players Hair Volumizing Spray Products Offered

Table 40. Hair Volumizing Spray Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 41. New Products and Potential Entrants

Table 42. Market M&A Activity & Strategy

Table 43. Global Hair Volumizing Spray Sales by Geographic Region (2021-2026) & (K Units)

Table 44. Global Hair Volumizing Spray Sales Market Share Geographic Region (2021-2026)

Table 45. Global Hair Volumizing Spray Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 46. Global Hair Volumizing Spray Revenue Market Share by Geographic Region (2021-2026)

Table 47. Global Hair Volumizing Spray Sales by Country/Region (2021-2026) & (K Units)

Table 48. Global Hair Volumizing Spray Sales Market Share by Country/Region

(2021-2026)

Table 49. Global Hair Volumizing Spray Revenue by Country/Region (2021-2026) & (\$ millions)

Table 50. Global Hair Volumizing Spray Revenue Market Share by Country/Region (2021-2026)

Table 51. Americas Hair Volumizing Spray Sales by Country (2021-2026) & (K Units)

Table 52. Americas Hair Volumizing Spray Sales Market Share by Country (2021-2026)

Table 53. Americas Hair Volumizing Spray Revenue by Country (2021-2026) & (\$ millions)

Table 54. Americas Hair Volumizing Spray Sales by Type (2021-2026) & (K Units)

Table 55. Americas Hair Volumizing Spray Sales by Sale Channel (2021-2026) & (K Units)

Table 56. APAC Hair Volumizing Spray Sales by Region (2021-2026) & (K Units)

Table 57. APAC Hair Volumizing Spray Sales Market Share by Region (2021-2026)

Table 58. APAC Hair Volumizing Spray Revenue by Region (2021-2026) & (\$ millions)

Table 59. APAC Hair Volumizing Spray Sales by Type (2021-2026) & (K Units)

Table 60. APAC Hair Volumizing Spray Sales by Sale Channel (2021-2026) & (K Units)

Table 61. Europe Hair Volumizing Spray Sales by Country (2021-2026) & (K Units)

Table 62. Europe Hair Volumizing Spray Revenue by Country (2021-2026) & (\$ millions)

Table 63. Europe Hair Volumizing Spray Sales by Type (2021-2026) & (K Units)

Table 64. Europe Hair Volumizing Spray Sales by Sale Channel (2021-2026) & (K Units)

Table 65. Middle East & Africa Hair Volumizing Spray Sales by Country (2021-2026) & (K Units)

Table 66. Middle East & Africa Hair Volumizing Spray Revenue Market Share by Country (2021-2026)

Table 67. Middle East & Africa Hair Volumizing Spray Sales by Type (2021-2026) & (K Units)

Table 68. Middle East & Africa Hair Volumizing Spray Sales by Sale Channel (2021-2026) & (K Units)

Table 69. Key Market Drivers & Growth Opportunities of Hair Volumizing Spray

Table 70. Key Market Challenges & Risks of Hair Volumizing Spray

Table 71. Key Industry Trends of Hair Volumizing Spray

Table 72. Hair Volumizing Spray Raw Material

Table 73. Key Suppliers of Raw Materials

Table 74. Hair Volumizing Spray Distributors List

Table 75. Hair Volumizing Spray Customer List

Table 76. Global Hair Volumizing Spray Sales Forecast by Region (2027-2032) & (K

Units)

Table 77. Global Hair Volumizing Spray Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 78. Americas Hair Volumizing Spray Sales Forecast by Country (2027-2032) & (K Units)

Table 79. Americas Hair Volumizing Spray Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 80. APAC Hair Volumizing Spray Sales Forecast by Region (2027-2032) & (K Units)

Table 81. APAC Hair Volumizing Spray Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 82. Europe Hair Volumizing Spray Sales Forecast by Country (2027-2032) & (K Units)

Table 83. Europe Hair Volumizing Spray Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 84. Middle East & Africa Hair Volumizing Spray Sales Forecast by Country (2027-2032) & (K Units)

Table 85. Middle East & Africa Hair Volumizing Spray Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 86. Global Hair Volumizing Spray Sales Forecast by Type (2027-2032) & (K Units)

Table 87. Global Hair Volumizing Spray Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 88. Global Hair Volumizing Spray Sales Forecast by Sale Channel (2027-2032) & (K Units)

Table 89. Global Hair Volumizing Spray Revenue Forecast by Sale Channel (2027-2032) & (\$ millions)

Table 90. The Procter & Gamble Company Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 91. The Procter & Gamble Company Hair Volumizing Spray Product Portfolios and Specifications

Table 92. The Procter & Gamble Company Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 93. The Procter & Gamble Company Main Business

Table 94. The Procter & Gamble Company Latest Developments

Table 95. Unilever PLC Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 96. Unilever PLC Hair Volumizing Spray Product Portfolios and Specifications

Table 97. Unilever PLC Hair Volumizing Spray Sales (K Units), Revenue (\$ Million),

Price (US\$/Unit) and Gross Margin (2021-2026)

Table 98. Unilever PLC Main Business

Table 99. Unilever PLC Latest Developments

Table 100. L'Oréal Groupe Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 101. L'Oréal Groupe Hair Volumizing Spray Product Portfolios and Specifications

Table 102. L'Oréal Groupe Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 103. L'Oréal Groupe Main Business

Table 104. L'Oréal Groupe Latest Developments

Table 105. Henkel AG & Co. KGaA Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 106. Henkel AG & Co. KGaA Hair Volumizing Spray Product Portfolios and Specifications

Table 107. Henkel AG & Co. KGaA Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 108. Henkel AG & Co. KGaA Main Business

Table 109. Henkel AG & Co. KGaA Latest Developments

Table 110. Kenvue Inc. Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 111. Kenvue Inc. Hair Volumizing Spray Product Portfolios and Specifications

Table 112. Kenvue Inc. Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 113. Kenvue Inc. Main Business

Table 114. Kenvue Inc. Latest Developments

Table 115. The Estée Lauder Companies Inc. Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 116. The Estée Lauder Companies Inc. Hair Volumizing Spray Product Portfolios and Specifications

Table 117. The Estée Lauder Companies Inc. Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 118. The Estée Lauder Companies Inc. Main Business

Table 119. The Estée Lauder Companies Inc. Latest Developments

Table 120. Kao Corporation Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 121. Kao Corporation Hair Volumizing Spray Product Portfolios and Specifications

Table 122. Kao Corporation Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 123. Kao Corporation Main Business
Table 124. Kao Corporation Latest Developments
Table 125. Wella Company Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors
Table 126. Wella Company Hair Volumizing Spray Product Portfolios and Specifications
Table 127. Wella Company Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 128. Wella Company Main Business
Table 129. Wella Company Latest Developments
Table 130. Fareva Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors
Table 131. Fareva Hair Volumizing Spray Product Portfolios and Specifications
Table 132. Fareva Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 133. Fareva Main Business
Table 134. Fareva Latest Developments
Table 135. kdc/one Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors
Table 136. kdc/one Hair Volumizing Spray Product Portfolios and Specifications
Table 137. kdc/one Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 138. kdc/one Main Business
Table 139. kdc/one Latest Developments
Table 140. Helen of Troy Limited Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors
Table 141. Helen of Troy Limited Hair Volumizing Spray Product Portfolios and Specifications
Table 142. Helen of Troy Limited Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 143. Helen of Troy Limited Main Business
Table 144. Helen of Troy Limited Latest Developments
Table 145. American Spraytech LLC Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors
Table 146. American Spraytech LLC Hair Volumizing Spray Product Portfolios and Specifications
Table 147. American Spraytech LLC Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 148. American Spraytech LLC Main Business
Table 149. American Spraytech LLC Latest Developments

Table 150. Moroccanoil, Inc. Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 151. Moroccanoil, Inc. Hair Volumizing Spray Product Portfolios and Specifications

Table 152. Moroccanoil, Inc. Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 153. Moroccanoil, Inc. Main Business

Table 154. Moroccanoil, Inc. Latest Developments

Table 155. John Paul Mitchell Systems Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 156. John Paul Mitchell Systems Hair Volumizing Spray Product Portfolios and Specifications

Table 157. John Paul Mitchell Systems Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 158. John Paul Mitchell Systems Main Business

Table 159. John Paul Mitchell Systems Latest Developments

Table 160. Living Proof, Inc. Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 161. Living Proof, Inc. Hair Volumizing Spray Product Portfolios and Specifications

Table 162. Living Proof, Inc. Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 163. Living Proof, Inc. Main Business

Table 164. Living Proof, Inc. Latest Developments

Table 165. Color Wow Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 166. Color Wow Hair Volumizing Spray Product Portfolios and Specifications

Table 167. Color Wow Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 168. Color Wow Main Business

Table 169. Color Wow Latest Developments

Table 170. OUAH Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 171. OUAH Hair Volumizing Spray Product Portfolios and Specifications

Table 172. OUAH Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 173. OUAH Main Business

Table 174. OUAH Latest Developments

Table 175. IGK Hair Basic Information, Hair Volumizing Spray Manufacturing Base,

Sales Area and Its Competitors

Table 176. IGK Hair Hair Volumizing Spray Product Portfolios and Specifications

Table 177. IGK Hair Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 178. IGK Hair Main Business

Table 179. IGK Hair Latest Developments

Table 180. amika Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 181. amika Hair Volumizing Spray Product Portfolios and Specifications

Table 182. amika Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 183. amika Main Business

Table 184. amika Latest Developments

Table 185. Not Your Mother?s Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 186. Not Your Mother?s Hair Volumizing Spray Product Portfolios and Specifications

Table 187. Not Your Mother?s Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 188. Not Your Mother?s Main Business

Table 189. Not Your Mother?s Latest Developments

Table 190. Verb Products Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 191. Verb Products Hair Volumizing Spray Product Portfolios and Specifications

Table 192. Verb Products Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 193. Verb Products Main Business

Table 194. Verb Products Latest Developments

Table 195. KEVIN.MURPHY Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 196. KEVIN.MURPHY Hair Volumizing Spray Product Portfolios and Specifications

Table 197. KEVIN.MURPHY Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 198. KEVIN.MURPHY Main Business

Table 199. KEVIN.MURPHY Latest Developments

Table 200. Oway Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 201. Oway Hair Volumizing Spray Product Portfolios and Specifications

Table 202. Oway Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 203. Oway Main Business

Table 204. Oway Latest Developments

Table 205. Maria Nila Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 206. Maria Nila Hair Volumizing Spray Product Portfolios and Specifications

Table 207. Maria Nila Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 208. Maria Nila Main Business

Table 209. Maria Nila Latest Developments

Table 210. Above Aerosol Labs Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 211. Above Aerosol Labs Hair Volumizing Spray Product Portfolios and Specifications

Table 212. Above Aerosol Labs Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 213. Above Aerosol Labs Main Business

Table 214. Above Aerosol Labs Latest Developments

Table 215. ASM Aerosol-Service AG Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 216. ASM Aerosol-Service AG Hair Volumizing Spray Product Portfolios and Specifications

Table 217. ASM Aerosol-Service AG Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 218. ASM Aerosol-Service AG Main Business

Table 219. ASM Aerosol-Service AG Latest Developments

Table 220. Qyonz Basic Information, Hair Volumizing Spray Manufacturing Base, Sales Area and Its Competitors

Table 221. Qyonz Hair Volumizing Spray Product Portfolios and Specifications

Table 222. Qyonz Hair Volumizing Spray Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 223. Qyonz Main Business

Table 224. Qyonz Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Hair Volumizing Spray
- Figure 2. Hair Volumizing Spray Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Hair Volumizing Spray Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Hair Volumizing Spray Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Hair Volumizing Spray Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Hair Volumizing Spray Sales Market Share by Country/Region (2025)
- Figure 10. Hair Volumizing Spray Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Root Lift Spray
- Figure 12. Product Picture of Texturizing Volume Spray
- Figure 13. Product Picture of Other
- Figure 14. Global Hair Volumizing Spray Sales Market Share by Type in 2026
- Figure 15. Global Hair Volumizing Spray Revenue Market Share by Type (2021-2026)
- Figure 16. Product Picture of Aerosol Spray
- Figure 17. Product Picture of Pump Spray
- Figure 18. Product Picture of Bag-on-Valve Spray
- Figure 19. Product Picture of Other Spray Format
- Figure 20. Global Hair Volumizing Spray Sales Market Share by Delivery Format in 2026
- Figure 21. Global Hair Volumizing Spray Revenue Market Share by Delivery Format (2021-2026)
- Figure 22. Product Picture of Polymer-Based System
- Figure 23. Product Picture of Powder Absorbent System
- Figure 24. Product Picture of Other
- Figure 25. Global Hair Volumizing Spray Sales Market Share by Formulation System in 2026
- Figure 26. Global Hair Volumizing Spray Revenue Market Share by Formulation System (2021-2026)
- Figure 27. Hair Volumizing Spray Consumed in Online Sales
- Figure 28. Global Hair Volumizing Spray Market: Online Sales (2021-2026) & (K Units)
- Figure 29. Hair Volumizing Spray Consumed in Offline Sales

Figure 30. Global Hair Volumizing Spray Market: Offline Sales (2021-2026) & (K Units)

Figure 31. Global Hair Volumizing Spray Sale Market Share by Sale Channel (2025)

Figure 32. Global Hair Volumizing Spray Revenue Market Share by Sale Channel in 2025

Figure 33. Hair Volumizing Spray Sales by Company in 2025 (K Units)

Figure 34. Global Hair Volumizing Spray Sales Market Share by Company in 2025

Figure 35. Hair Volumizing Spray Revenue by Company in 2025 (\$ millions)

Figure 36. Global Hair Volumizing Spray Revenue Market Share by Company in 2025

Figure 37. Global Hair Volumizing Spray Sales Market Share by Geographic Region (2021-2026)

Figure 38. Global Hair Volumizing Spray Revenue Market Share by Geographic Region in 2025

Figure 39. Americas Hair Volumizing Spray Sales 2021-2026 (K Units)

Figure 40. Americas Hair Volumizing Spray Revenue 2021-2026 (\$ millions)

Figure 41. APAC Hair Volumizing Spray Sales 2021-2026 (K Units)

Figure 42. APAC Hair Volumizing Spray Revenue 2021-2026 (\$ millions)

Figure 43. Europe Hair Volumizing Spray Sales 2021-2026 (K Units)

Figure 44. Europe Hair Volumizing Spray Revenue 2021-2026 (\$ millions)

Figure 45. Middle East & Africa Hair Volumizing Spray Sales 2021-2026 (K Units)

Figure 46. Middle East & Africa Hair Volumizing Spray Revenue 2021-2026 (\$ millions)

Figure 47. Americas Hair Volumizing Spray Sales Market Share by Country in 2025

Figure 48. Americas Hair Volumizing Spray Revenue Market Share by Country (2021-2026)

Figure 49. Americas Hair Volumizing Spray Sales Market Share by Type (2021-2026)

Figure 50. Americas Hair Volumizing Spray Sales Market Share by Sale Channel (2021-2026)

Figure 51. United States Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 52. Canada Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 53. Mexico Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 54. Brazil Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 55. APAC Hair Volumizing Spray Sales Market Share by Region in 2025

Figure 56. APAC Hair Volumizing Spray Revenue Market Share by Region (2021-2026)

Figure 57. APAC Hair Volumizing Spray Sales Market Share by Type (2021-2026)

Figure 58. APAC Hair Volumizing Spray Sales Market Share by Sale Channel (2021-2026)

Figure 59. China Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 60. Japan Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 61. South Korea Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 62. Southeast Asia Hair Volumizing Spray Revenue Growth 2021-2026 (\$

millions)

Figure 63. India Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 64. Australia Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 65. China Taiwan Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 66. Europe Hair Volumizing Spray Sales Market Share by Country in 2025

Figure 67. Europe Hair Volumizing Spray Revenue Market Share by Country (2021-2026)

Figure 68. Europe Hair Volumizing Spray Sales Market Share by Type (2021-2026)

Figure 69. Europe Hair Volumizing Spray Sales Market Share by Sale Channel (2021-2026)

Figure 70. Germany Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 71. France Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 72. UK Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 73. Italy Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 74. Russia Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 75. Middle East & Africa Hair Volumizing Spray Sales Market Share by Country (2021-2026)

Figure 76. Middle East & Africa Hair Volumizing Spray Sales Market Share by Type (2021-2026)

Figure 77. Middle East & Africa Hair Volumizing Spray Sales Market Share by Sale Channel (2021-2026)

Figure 78. Egypt Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 79. South Africa Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 80. Israel Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 81. Turkey Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 82. GCC Countries Hair Volumizing Spray Revenue Growth 2021-2026 (\$ millions)

Figure 83. Manufacturing Cost Structure Analysis of Hair Volumizing Spray in 2026

Figure 84. Manufacturing Process Analysis of Hair Volumizing Spray

Figure 85. Industry Chain Structure of Hair Volumizing Spray

Figure 86. Channels of Distribution

Figure 87. Global Hair Volumizing Spray Sales Market Forecast by Region (2027-2032)

Figure 88. Global Hair Volumizing Spray Revenue Market Share Forecast by Region (2027-2032)

Figure 89. Global Hair Volumizing Spray Sales Market Share Forecast by Type (2027-2032)

Figure 90. Global Hair Volumizing Spray Revenue Market Share Forecast by Type (2027-2032)

Figure 91. Global Hair Volumizing Spray Sales Market Share Forecast by Sale Channel (2027-2032)

Figure 92. Global Hair Volumizing Spray Revenue Market Share Forecast by Sale Channel (2027-2032)

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