

Global Men's Shampoo Market Growth 2026-2032

<https://marketpublishers.com/r/G43C66076FA1EN.html>

Date: April 2026

Pages: 122

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

ID: G43C66076FA1EN

Abstracts

The global Men's Shampoo market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of %from 2026 to 2032.

The total size of the global beauty industry in 2022 was about US\$ 427 billion, with the sales of skin care products was about US\$ 190 billion, perfumes US\$ 70 billion, color cosmetics US\$ 80 billion, hair care products US\$ 90 billion. Head beauty and personal care companies are concentrated in Europe and the United States. More than one-third of the top 100 companies are headquartered in the United States, and 22.9% of the companies are located in France.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Men's Shampoo 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 Men's Shampoo.

This report presents a comprehensive overview, market shares, and growth opportunities of Men's Shampoo market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

General Shampoo

Oil Control Shampoo

Anti-Dandruff Shampoo

Moisturizing Shampoo

Other

Segmentation by Application:

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.

Dove

Procter & Gamble

Unilever

Schwarzkopf

L'Oréal Paris

Shiseido

Klorane

Kiehl's

Crema

American Crew

TIDY

Black Pearl Cosmetics

Wise

Shanghai Jahwa United

Key Questions Addressed in this Report

What is the 10-year outlook for the global Men's Shampoo market?

What factors are driving Men's Shampoo market growth, globally and by region?

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

How do Men's Shampoo market opportunities vary by end market size?

How does Men's Shampoo break out by Type, by Application?

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