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Global Shampoo Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Shampoo market size is predicted to grow from US$ 36500 million in 2025 to US$ 40290 million in 2031; it is expected to grow at a CAGR of 1.7% from 2025 to 2031.

Shampoo is a hair care product, typically in the form of a viscous liquid, which is used for cleaning hair. Less commonly, shampoo is available in bar form, like a bar of soap. Shampoo is used by applying it to wet hair, massaging the product into the hair, and then rinsing it out. Some users may follow a shampooing with the use of hair conditioner.

Europe is the largest market with about 26% market share. North America is follower, accounting for about 25% market share.

The key players are Head & Shoulders, Pantene, CLEAR, VS, L"Oreal, Dove, Rejoice, Schwarzkopf, LUX, Aquair, Syoss, SLEK, Lovefun, Hazeline, CLATROL, Kerastase etc. Top 3 companies occupied about 31% market share.

LPI (LP Information)' newest research report, the “Shampoo Industry Forecast” looks at past sales and reviews total world Shampoo sales in 2024, providing a comprehensive analysis by region and market sector of projected Shampoo sales for 2025 through 2031. With Shampoo sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Shampoo industry.

This Insight Report provides a comprehensive analysis of the global Shampoo

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landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Shampoo portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Shampoo market.

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

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

Segmentation by Type:

Standard Shampoo

Medicated Shampoo

Segmentation by Application:

Homecare

Salon

This report also splits the market by region:

Americas

United States

Canada

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- Mexico
- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel

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Turkey

GCC Countries

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

Head & Shoulders

Pantene

CLEAR

VS

L'Oreal

Dove

Rejoice

Schwarzkopf

LUX

Aquair

Syoss

SLEK

Lovefun

Hazeline

CLATROL

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Kerastase

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