

# Trends, Opportunities and Competitive Analysis of the Shampoo Market

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## Abstracts

The future of the shampoo market looks promising with opportunities in the supermarkets/hypermarkets, department stores, drug store & pharmacies, health & beauty stores, and E retail markets. The global shampoo market is forecast to reach an estimated \$34.9 billion by 2026 with a CAGR of 3.7% from 2020 to 2026. The major drivers for this market are rise in demand for natural ingredient based shampoo, increasing per capita income in developing countries, increase in hair loss problems, and increased consumer spending on hair care products.

Emerging trends, which have a direct impact of the dynamics of the shampoo market, include growing demand for vegan shampoos and focus on use of dry shampoo. Procter & Gamble Company, L'Oreal, Henkel, Unilever, Johnson & Johnson, Shiseido and Estee Lauder Company are among the major shampoo manufacturers.

A total of 107 figures / charts and 92 tables are provided in this 178-page report to help in your business decisions. A sample figure with insights is shown below. To learn the scope of benefits, companies researched, and other details of the shampoo market report, please download the report brochure.

In this market, inorganic shampoo is the largest market by chemistry type of shampoo, whereas standard shampoo is the largest in product type. Growth in various segments of the shampoo market is given below.

The study includes trends and forecasts for the global shampoo market by product type, chemistry type, distribution channel, and region as follows:

By Product Type [Value (\$ Million) from 2015 to 2026]:

Anti Dandruff

Kids

Medicated

Standard Shampoo

2-in-1

Other shampoo.

By Chemistry Type [Value (\$ Million) from 2015 to 2026]:

Organic Shampoo

Inorganic Shampoo

By Distribution Channel Type [Value (\$ Million) from 2015 to 2026]:

Supermarkets/Hypermarkets

Department Stores

Drug Store & Pharmacies

Health & Beauty Stores

E-Retailers

Others

By Region [Value (\$M) from 2015 to 2026]:

North America

United States

Canada

Mexico

Europe

Germany

Italy

Russia

France

Spain

Turkey

United Kingdom

Asia Pacific

China

India

Japan

Australia

Indonesia

South Korea

Rest of the World

Argentina

Brazil

Saudi Arabia

Lucintel forecasts that standard shampoo is the largest segment over the forecast period due to increasing hair fall problem due to the pollution and climate changes.

Organic shampoo is expected to witness the highest growth over the forecast period due to the growing awareness among consumers towards harmful impacts of chemical based shampoo.

APAC will remain the largest market over the forecast period due to growing population, increasing per capita income in developing countries, particularly China and India, and ease of usage and availability of small travel-size packs.

### Features of Shampoo Market

**Market Size Estimates:** Shampoo market size estimation in terms of value (\$M)

**Trend and Forecast Analysis:** Market trends (2015-2020) and forecast (2021-2026) by various segments and regions.

**Segmentation Analysis:** Market size by product type, chemistry type, and distribution channel

**Regional Analysis:** Shampoo market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

**Growth Opportunities:** Analysis on growth opportunities in different product type, chemistry type, distribution channel, and regions for shampoo market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape for the shampoo market.

**Analysis of competitive intensity of the industry based on Porter's Five Forces model.**

This report answers following 11 key questions

Q.1 What are some of the most promising potential, growth opportunities for the global shampoo market by product type (anti dandruff, kids, medicated, standard shampoo, 2-in-1, and other shampoo), chemistry type (organic and inorganic shampoo), and distribution channel (supermarkets/hypermarkets, department stores, drug store & pharmacies, health & beauty stores, e-retailers, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2 Which segments will grow at a faster pace and why?

Q.3 Which regions will grow at a faster pace and why?

Q.4 What are the key factors affecting market dynamics? What are the drivers and challenges of the shampoo market?

Q.5 What are the business risks and threats to the shampoo market?

Q.6 What are emerging trends in the shampoo market and the reasons behind them?

Q.7 What are some changing demands of customers in the shampoo market?

Q.8 What are the new developments in the shampoo market? Which companies are leading these developments?

Q.9 Who are the major players in the shampoo market? What strategic initiatives are being implemented by key players for business growth?

Q.10 What are some of the competitive products and processes in the shampoo market, and how big of a threat do they pose for loss of market share via material or product substitution?

Q.11 What M&A activities did take place in the last five years in the shampoo market?

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