

# 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?

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. MARKET BACKGROUND AND CLASSIFICATIONS**

2.1: Introduction, Background, and Classifications

2.2: Supply Chain

2.3: Industry Drivers and Challenges

### **3. MARKET TRENDS AND FORECAST ANALYSIS FROM 2015 TO 2026**

3.1: Macroeconomic Trends (2015-2020)

3.2: Macroeconomic Forecast (2021-2026)

3.3: Global Shampoo Market Trends and Forecast

3.4: Global Shampoo Market by Product Type

3.4.1: Anti-Dandruff

3.4.2: Kids

3.4.3: Medicated

3.4.4: Standard Shampoo

3.4.5: 2-in-1

3.4.6: Other Shampoo

3.5: Global Shampoo Market by Chemistry Type

3.5.1: Organic Shampoo

3.5.2: Inorganic Shampoo

3.6: Global Shampoo Market by Distribution Channel Type

3.6.1: Supermarkets/Hypermarkets

3.6.2: Department Stores

3.6.3: Drug Store & Pharmacies

3.6.4: Health & Beauty Stores

3.6.5: E-Retailers

3.6.6: Other

### **4. MARKET TRENDS AND FORECAST ANALYSIS BY REGION FROM 2015 TO 2026**

4.1: Global Shampoo Market by Region

4.2: North American Shampoo Market Trends and Forecasts

4.2.1: North American Shampoo Market by Product Type

- 4.2.2: North American Shampoo Market by Chemistry Type
- 4.2.3: North American Shampoo Market by Distribution Channel
- 4.2.4: United States Shampoo Market
- 4.2.5: Mexican Shampoo Market
- 4.2.6: Canadian Shampoo Market
- 4.3: European Shampoo Market
  - 4.3.1: European Shampoo Market by Product Type
  - 4.3.2: European Shampoo Market by Chemistry Type
  - 4.3.3: European Shampoo Market by Distribution Channel
  - 4.3.4: German Shampoo Market
  - 4.3.5: Italian Shampoo Market
  - 4.3.6: Russian Shampoo Market
  - 4.3.7: French Shampoo Market
  - 4.3.8: Spanish Shampoo Market
  - 4.3.9: Turkish Shampoo Market
  - 4.3.10: United Kingdom Shampoo Market
- 4.4: APAC Shampoo Market
  - 4.4.1: APAC Shampoo Market by Product Type
  - 4.4.2: APAC Shampoo Market by Chemistry Type
  - 4.4.3: APAC Shampoo Market by Distribution Channel
  - 4.4.4: Chinese Shampoo Market
  - 4.4.5: Japanese Shampoo Market
  - 4.4.6: Indian Shampoo Market
  - 4.4.7: Australian Shampoo Market
  - 4.4.8: South Korean Shampoo Market
  - 4.4.9: Indonesian Shampoo Market
- 4.5: ROW Shampoo Market
  - 4.5.1: ROW Shampoo Market by Product Type
  - 4.5.2: ROW Shampoo Market by Chemistry Type
  - 4.5.3: ROW Shampoo Market by Distribution Channel
  - 4.5.4: Brazilian Shampoo Market
  - 4.5.5: Argentinian Shampoo Market
  - 4.5.6: Saudi Arabian Shampoo Market

## **5. COMPETITOR ANALYSIS**

- 5.1: Product Portfolio Analysis
- 5.2: Market Share Analysis
- 5.3: Geographical Reach

5.4: Porter's Five Forces Analysis

## **6. GROWTH OPPORTUNITIES AND STRATEGIC ANALYSIS**

6.1: Growth Opportunity Analysis

6.1.1: Growth Opportunities for the Global Shampoo Market by Product Type

6.1.2: Growth Opportunities for the Global Shampoo Market by Chemistry Type

6.1.3: Growth Opportunities for the Global Shampoo Market by Distribution Channel

6.1.4: Growth Opportunities for the Global Shampoo Market by Region

6.2: Emerging Trends in the Global Shampoo Market

6.3: Strategic Analysis

6.3.1: New Product Development

6.3.2: Mergers, Acquisitions, and Joint Ventures in the Global Shampoo Market

## **7. COMPANY PROFILES OF LEADING PLAYERS**

7.1: Procter & Gamble Company

7.2: L'Oreal

7.3: Unilever plc

7.4: Henkel

7.5: Johnson & Johnson

7.6: Estee Lauder Companies

7.7: Shiseido



## List Of Figures

### LIST OF FIGURES

#### Chapter 2. Market Background and Classifications

Figure 2.1: Classification of the Global Shampoo Market by Product Type, Chemistry Type, and Distribution Channel

Figure 2.2: Product Types of the Global Shampoo Market

Figure 2.3: Anti-Dandruff Shampoo

Figure 2.4: Kids' Shampoo

Figure 2.5: Medicated Shampoo

Figure 2.6: Standard Shampoo

Figure 2.7: 2-in-1 Shampoo

Figure 2.8: Dry Shampoo

Figure 2.9: Supply Chain for the Global Shampoo Market

Figure 2.10: Major Drivers and Challenges for the Global Shampoo Market

#### Chapter 3. Market Trends and Forecast Analysis from 2015 to 2026

Figure 3.1: Trends of the Global GDP Growth Rate

Figure 3.2: Trends of the Global Population Growth Rate

Figure 3.3: Trends of the Regional GDP Growth Rate

Figure 3.4: Trends of the Regional Population Growth Rate

Figure 3.5: Trends of the Regional Per Capita Income

Figure 3.6: Forecast for the Global GDP Growth Rate

Figure 3.7: Forecast for the Global Population Growth Rate

Figure 3.8: Forecast for the Regional GDP Growth Rate

Figure 3.9: Forecast for the Regional Population Growth Rate

Figure 3.10: Forecast for the Regional Per Capita Income

Figure 3.11: Trends and Forecast for the Global Shampoo Market (2015-2026)

Figure 3.12: Trends of the Global Shampoo Market (\$M) by Product Type (2015-2020)

Figure 3.13: Forecast for the Global Shampoo Market (\$M) by Product Type (2021-2026)

Figure 3.14: Trends and Forecast for Anti-Dandruff in the Global Shampoo Market (2015-2026)

Figure 3.15: Trends and Forecast for Kids' in the Global Shampoo Market (2015-2026)

Figure 3.16: Trends and Forecast for Medicated in the Global Shampoo Market (2015-2026)

Figure 3.17: Trends and Forecast for Standard in the Global Shampoo Market (2015-2026)

Figure 3.18: Trends and Forecast for 2-in-1 in the Global Shampoo Market (2015-2026)

Figure 3.19: Trends and Forecast for Other Shampoo in the Global Shampoo Market (2015-2026)

Figure 3.20: Trends of the Global Shampoo Market (\$M) by Chemistry Type (2015-2020)

Figure 3.21: Forecast for the Global Shampoo Market (\$M) by Chemistry Type (2021-2026)

Figure 3.22: Trends and Forecast for Organic in the Global Shampoo Market (2015-2026)

Figure 3.23: Trends and Forecast for Inorganic in the Global Shampoo Market (2015-2026)

Figure 3.24: Trends of the Global Shampoo Market (\$M) by Distribution Channel (2015-2020)

Figure 3.25: Forecast for the Global Shampoo Market (\$M) by Distribution Channel (2021-2026)

Figure 3.26: Trends and Forecast for Hypermarkets & Supermarkets in the Global Shampoo Market (2015-2026)

Figure 3.27: Trends and Forecast for Convenience Stores in the Global Shampoo Market (2015-2026)

Figure 3.28: Trends and Forecast for E-Retailers in the Global Shampoo Market (2015-2026)

Figure 3.29: Trends and Forecast for Health & Beauty Salons in the Global Shampoo Market (2015-2026)

Figure 3.30: Trends and Forecast for Pharmacies in the Global Shampoo Market (2015-2026)

Figure 3.31: Trends and Forecast for Other Distribution Channels in the Global Shampoo Market (2015-2026)

Chapter 4. Market Trends and Forecast Analysis by Region from 2015 to 2026

Figure 4.1: Trends of the Global Shampoo Market (\$M) by Region (2015-2020)

Figure 4.2: Forecast for the Global Shampoo Market (\$M) by Region (2021-2026)

Figure 4.3: Trends and Forecast for the North American Shampoo Market (2015-2026)

Figure 4.4: Trends of the North American Shampoo Market (\$M) by Product Type (2015-2020)

Figure 4.5: Forecast for the North American Shampoo Market (\$M) by Product Type (2021-2026)

Figure 4.6: Trends of the North American Shampoo Market (\$M) by Chemistry Type (2015-2020)

Figure 4.7: Forecast for the North American Shampoo Market (\$M) by Chemistry Type (2021-2026)

Figure 4.8: Trends of the North American Shampoo Market (\$M) by Distribution

Channel (2015-2020)

Figure 4.9: Forecast for the North American Shampoo Market (\$M) by Distribution Channel (2021-2026)

Figure 4.10: Trends and Forecast for the United States Shampoo Market (2015-2026)

Figure 4.11: Trends and Forecast for the Mexican Shampoo Market (2015-2026)

Figure 4.12: Trends and Forecast for the Canadian Shampoo Market (\$M) (2015-2026)

Figure 4.13: Trends and Forecast for the European Shampoo Market (2015-2026)

Figure 4.14: Trends of the European Shampoo Market (\$M) by Product Type (2015-2020)

Figure 4.15: Forecast for the European Shampoo Market (\$M) by Product Type (2021-2026)

Figure 4.16: Trends of the European Shampoo Market (\$M) by Chemistry Type (2015-2020)

Figure 4.17: Forecast for the European Shampoo Market (\$M) by Chemistry Type (2021-2026)

Figure 4.18: Trends of the European Shampoo Market (\$M) by Distribution Channel (2015-2020)

Figure 4.19: Forecast for the European Shampoo Market (\$M) by Distribution Channel (2021-2026)

Figure 4.20: Trends and Forecast for the German Shampoo Market (2015-2026)

Figure 4.21: Trends and Forecast for the Italian Shampoo Market (25-2026)

Figure 4.22: Trends and Forecast for the Russian Shampoo Market (2015-2026)

Figure 4.23: Trends and Forecast for the French Shampoo Market (2015-2026)

Figure 4.24: Trends and Forecast for the Spanish Shampoo Market (2015-2026)

Figure 4.25: Trends and Forecast for the Turkish Shampoo Market (2015-2026)

Figure 4.26: Trends and Forecast for the United Kingdom Shampoo Market (2015-2026)

Figure 4.27: Trends and Forecast for the APAC Shampoo Market (2015-2026)

Figure 4.28: Trends of the APAC Shampoo Market (\$M) by Product Type (2015-2020)

Figure 4.29: Forecast for the APAC Shampoo Market (\$M) by Product Type (2021-2026)

Figure 4.30: Trends of the APAC Shampoo Market (\$M) by Chemistry Type (2015-2020)

Figure 4.31: Forecast for the APAC Shampoo Market (\$M) by Chemistry Type (2021-2026)

Figure 4.32: Trends of the APAC Shampoo Market (\$M) by Distribution Channel (2015-2020)

Figure 4.33: Forecast for the APAC Shampoo Market (\$M) by Distribution Channel (2021-2026)

Figure 4.34: Trends and Forecast for the Chinese Shampoo Market (2015-2026)

Figure 4.35: Trends and Forecast for the Japanese Shampoo Market (2015-2026)

Figure 4.36: Trends and Forecast for the Indian Shampoo Market (2015-2026)

Figure 4.37: Trends and Forecast for the Australian Shampoo Market (2015-2026)

Figure 4.38: Trends and Forecast for the South Korean Shampoo Market (2015-2026)

Figure 4.39: Trends and Forecast for the Indonesian Shampoo Market (2015-2026)

Figure 4.40: Trends and Forecast for the ROW Shampoo Market (2015-2026)

Figure 4.41: Trends of the ROW Shampoo Market (\$M) by Product Type (2015-2020)

Figure 4.42: Forecast for the ROW Shampoo Market (\$M) by Product Type (2021-2026)

Figure 4.43: Trends of the ROW Shampoo Market (\$M) by Chemistry Type (2015-2020)

Figure 4.44: Forecast for the ROW Shampoo Market (\$M) by Chemistry Type (2021-2026)

Figure 4.45: Trends of the ROW Shampoo Market (\$M) by Distribution Channel (2015-2020)

Figure 4.46: Forecast for the ROW Shampoo Market (\$M) by Distribution Channel (2021-2026)

Figure 4.47: Trends and Forecast for the Brazilian Shampoo Market (2015-2026)

Figure 4.48: Trends and Forecast for the Argentinian Shampoo Market (2015-2026)

Figure 4.49: Trends and Forecast for the Saudi Arabian Shampoo Market (2015-2026)

## Chapter 5. Competitor Analysis

Figure 5.1: Market Share Analysis of the Global Shampoo Market in 2020

Figure 5.2: Global Shampoo Market: Top Three Players' Market Share Analysis in 2020 (Total Market Size: \$28,030.7 M)

Figure 5.3: Headquarter Locations of Major Shampoo Manufacturers

Figure 5.4: Porter's Five Forces Analysis of the Global Shampoo Market

## Chapter 6. Growth Opportunities and Strategic Analysis

Figure 6.1: Growth Opportunities for the Global Shampoo Market

Figure 6.2: Growth Opportunities for the Global Shampoo Market by Product Type (2021-2026)

Figure 6.3: Growth Opportunities for the Global Shampoo Market by Chemistry Type (2021-2026)

Figure 6.4: Growth Opportunities for the Global Shampoo Market by Distribution Channel (2021-2026)

Figure 6.5: Growth Opportunities for the Global Shampoo Market by Region (2021-2026)

Figure 6.6: Emerging Trends in the Global Shampoo Market

Figure 6.7: Strategic Initiatives by Major Competitors in the Global Shampoo Market

## Chapter 7. Company Profiles of Leading Players

Figure 7.1: Major Plant Locations of L'Oreal

Figure 7.2: Major Plant Locations of Unilever plc

Figure 7.3: Major Plant Locations of Henkel

Figure 7.4: Major Plant Locations of Johnson & Johnson

Figure 7.5: Major Plant Locations of Estee Lauder Companies

Figure 7.6: Major Plant Locations of Shiseido

## List Of Tables

### LIST OF TABLES

Chapter 1. Executive Summary

Table 1.1: Global Shampoo Market Parameters and Attributes

Chapter 3. Market Trends and Forecast Analysis from 2015 to 2026

Table 3.1: Trends of the Global Shampoo Market (2015-2020)

Table 3.2: Forecast for the Global Shampoo Market (2021-2026)

Table 3.3: Market Size and CAGR of Various Product Types in the Global Shampoo Market (2015-2020)

Table 3.4: Market Size and CAGR of Various Product Types in the Global Shampoo Market (2021-2026)

Table 3.5: Trends of Anti-Dandruff in the Global Shampoo Market (2015-2020)

Table 3.6: Forecast for Anti-Dandruff in the Global Shampoo Market (2021-2026)

Table 3.7: Trends of Kids' in the Global Shampoo Market (2015-2020)

Table 3.8: Forecast for Kids' in the Global Shampoo Market (2021-2026)

Table 3.9: Trends of Medicated in the Global Shampoo Market (2015-2020)

Table 3.10: Forecast for Medicated in the Global Shampoo Market (2021-2026)

Table 3.11: Trends of Standard in the Global Shampoo Market (2015-2020)

Table 3.12: Forecast for Standard in the Global Shampoo Market (2021-2026)

Table 3.13: Trends of 2-in-1 in the Global Shampoo Market (2015-2020)

Table 3.14: Forecast for 2-in-1 in the Global Shampoo Market (2021-2026)

Table 3.15: Trends of Other Shampoo in the Global Shampoo Market (2015-2020)

Table 3.16: Forecast for Other Shampoo in the Global Shampoo Market (2021-2026)

Table 3.17: Market Size and CAGR of Various Chemistry Types in the Global Shampoo Market by Value (2015-2020)

Table 3.18: Market Size and CAGR of Various Chemistry Types in the Global Shampoo Market by Value (2021-2026)

Table 3.19: Trends of Organic in the Global Shampoo Market (2015-2020)

Table 3.20: Forecast for Organic in the Global Shampoo Market (2021-2026)

Table 3.21: Trends of Inorganic in the Global Shampoo Market (2015-2020)

Table 3.22: Forecast for Inorganic in the Global Shampoo Market (2021-2026)

Table 3.23: Market Size and CAGR of Various Distribution Channels in the Global Shampoo Market by Value (2015-2020)

Table 3.24: Market Size and CAGR of Various Distribution Channels in the Global Shampoo Market by Value (2021-2026)

Table 3.25: Trends of Hypermarkets & Supermarkets in the Global Shampoo Market (2015-2020)

Table 3.26: Forecast for Hypermarkets & Supermarkets in the Global Shampoo Market (2021-2026)

Table 3.27: Trends of Convenience Stores in the Global Shampoo Market (2015-2020)

Table 3.28: Forecast for Convenience Stores in the Global Shampoo Market (2021-2026)

Table 3.29: Trends of E-Retailers in the Global Shampoo Market (2015-2020)

Table 3.30: Forecast for E-Retailers in the Global Shampoo Market (2021-2026)

Table 3.31: Trends of Health & Beauty Salons in the Global Shampoo (2015-2020)

Table 3.32: Forecast for Health & Beauty Salons in the Global Shampoo (2021-2026)

Table 3.33: Trends of Pharmacies in the Global Shampoo Market (2015-2020)

Table 3.34: Forecast for Pharmacies in the Global Shampoo Market (2021-2026)

Table 3.35: Trends of Other Distribution Channels in the Global Shampoo Market (2015-2020)

Table 3.36: Forecast for Other Distribution Channels in the Global Shampoo Market (2021-2026)

Chapter 4. Market Trends and Forecast Analysis by Region from 2015 to 2026

Table 4.1: Market Size and CAGR of Various Regions in the Global Shampoo Market by Value (2015-2020)

Table 4.2: Market Size and CAGR of Various Regions in the Global Shampoo Market by Value (2021-2026)

Table 4.3: Trends of the North American Shampoo Market (2015-2020)

Table 4.4: Forecast for the North American Shampoo Market (2021-2026)

Table 4.5: Market Size and CAGR of Various Product Types in the North American Shampoo Market by Value (2015-2020)

Table 4.6: Market Size and CAGR of Various Product Types in the North American Shampoo Market by Value (2021-2026)

Table 4.7: Market Size and CAGR of Various Chemistry Types in the North American Shampoo Market by Value (2015-2020)

Table 4.8: Market Size and CAGR of Various Chemistry Types in the North American Shampoo Market by Value (2021-2026)

Table 4.9: Market Size and CAGR of Various Distribution Channels in the North American Shampoo Market by Value (2015-2020)

Table 4.10: Market Size and CAGR of Various Distribution Channels in the North American Shampoo Market by Value (2021-2026)

Table 4.11: Trends and Forecast for the United States Shampoo Market (2015-2026)

Table 4.12: Trends and Forecast for the Mexican Shampoo Market (2015-2026)

Table 4.13: Trends and Forecast for the Canadian Shampoo Market (2015-2026)

Table 4.14: Trends of the European Shampoo Market (2015-2020)

Table 4.15: Forecast for the European Shampoo Market (2021-2026)

- Table 4.16: Market Size and CAGR of Various Product Types in the European Shampoo Market by Value (2015-2020)
- Table 4.17: Market Size and CAGR of Various Product Types in the European Shampoo Market by Value (2021-2026)
- Table 4.18: Market Size and CAGR of Various Chemistry Types in the European Shampoo Market by Value (2015-2020)
- Table 4.19: Market Size and CAGR of Various Chemistry Types in the European Shampoo Market by Value (2021-2026)
- Table 4.20: Market Size and CAGR of Various Distribution Channels in the European Shampoo Market by Value (2015-2020)
- Table 4.21: Market Size and CAGR of Various Distribution Channels in the European Shampoo Market by Value (2021-2026)
- Table 4.22: Trends and Forecast for the German Shampoo Market (2015-2026)
- Table 4.23: Trends and Forecast for the Italian Shampoo Market (2015-2026)
- Table 4.24: Trends and Forecast for the Russian Shampoo Market (2015-2026)
- Table 4.25: Trends and Forecast for the French Shampoo Market (2015-2026)
- Table 4.26: Trends and Forecast for the Spanish Shampoo Market (2015-2026)
- Table 4.27: Trends and Forecast for the Turkish Shampoo Market (2015-2026)
- Table 4.28: Trends and Forecast for the United Kingdom Shampoo Market (2015-2026)
- Table 4.29: Trends of the APAC Shampoo Market (2015-2020)
- Table 4.30: Forecast for the APAC Shampoo Market (2021-2026)
- Table 4.31: Market Size and CAGR of Various Product Types in the APAC Shampoo Market by Value (2015-2020)
- Table 4.32: Market Size and CAGR of Various Product Types in the APAC Shampoo Market by Value (2021-2026)
- Table 4.33: Market Size and CAGR of Various Chemistry Types in the APAC Shampoo Market by Value (2015-2020)
- Table 4.34: Market Size and CAGR of Various Chemistry Types in the APAC Shampoo Market by Value (2021-2026)
- Table 4.35: Market Size and CAGR of Various Distribution Channels in the APAC Shampoo Market by Value (2015-2020)
- Table 4.36: Market Size and CAGR of Various Distribution Channels in the APAC Shampoo Market by Value (2021-2026)
- Table 4.37: Trends and Forecast for the Chinese Shampoo Market (2015-2026)
- Table 4.38: Trends and Forecast for the Japanese Shampoo Market (2015-2026)
- Table 4.39: Trends and Forecast for the Indian Shampoo Market (2015-2026)
- Table 4.40: Trends and Forecast for the Australian Shampoo Market (2015-2026)
- Table 4.41: Trends and Forecast for the South Korean Shampoo Market (2015-2026)
- Table 4.42: Trends and Forecast for the Indonesian Shampoo Market (2015-2026)



Table 4.43: Trends of the ROW Shampoo Market (2015-2020)

Table 4.44: Forecast for the ROW Shampoo Market (2021-2026)

Table 4.45: Market Size and CAGR of Various Product Types in the ROW Shampoo Market by Value (2015-2020)

Table 4.46: Market Size and CAGR of Various Product Types in the ROW Shampoo Market by Value (2021-2026)

Table 4.47: Market Size and CAGR of Various Chemistry Types in the ROW Shampoo Market by Value (2015-2020)

Table 4.48: Market Size and CAGR of Various Chemistry Types in the ROW Shampoo Market by Value (2021-2026)

Table 4.49: Market Size and CAGR of Various Distribution Channels in the ROW Shampoo Market by Value (2015-2020)

Table 4.50: Market Size and CAGR of Various Distribution Channels in the ROW Shampoo Market by Value (2021-2026)

Table 4.51: Trends and Forecast for the Brazilian Shampoo Market (2015-2026)

Table 4.52: Trends and Forecast for the Argentinian Shampoo Market (2015-2026)

Table 4.53: Trends and Forecast for the Saudi Arabian Shampoo Market (2015-2026)

Chapter 5. Competitor Analysis

Table 5.1: Product Mapping of Shampoo Suppliers Based on Product Type

Table 5.2: Rankings of Suppliers Based on Revenue of Players

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