

# Asia-Pacific (APAC) Haircare Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/AB7E8761305FEN.html>

Date: September 2023

Pages: 51

Price: US\$ 350.00 (Single User License)

ID: AB7E8761305FEN

## Abstracts

Asia-Pacific (APAC) Haircare Market Summary, Competitive Analysis and Forecast to 2027

### Summary

Haircare in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The haircare market consists of retail sales of conditioner, hair colorants, hair loss treatments, perms & relaxers, salon hair care, shampoo and styling agents. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2022 exchange rates

The Asia-Pacific Haircare market had total revenues of \$29,345.3 million in 2022, representing a compound annual growth rate (CAGR) of 3.9% between 2017 and 2022.

Market consumption volume increased with a CAGR of 2.4% between 2017 and 2022, to reach a total of 6,570.5 million units in 2022.

The performance of the market is forecast to decelerate, with an

anticipated CAGR of 3.4% for the five-year period 2022-2027, which is expected to drive the market to a value of \$34,676.0 million by the end of 2027.

## Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the haircare market in Asia-Pacific

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the haircare market in Asia-Pacific

Leading company profiles reveal details of key haircare market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Asia-Pacific haircare market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the Asia-Pacific haircare market by value in 2022?

What will be the size of the Asia-Pacific haircare market in 2027?

What factors are affecting the strength of competition in the Asia-Pacific haircare market?

How has the market performed over the last five years?

What are the main segments that make up Asia-Pacific's haircare market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the Asia-Pacific haircare market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. Which companies market shares have suffered over the same period (2017-2022)?
- 7.5. What are the most popular brands in the Asia-Pacific haircare market?

## **8 COMPANY PROFILES**

- 8.1. The Procter & Gamble Co
- 8.2. Unilever Plc.
- 8.3. L'Oreal SA
- 8.4. Kao Corporation

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Asia-Pacific haircare market value: \$ million, 2017–22
- Table 2: Asia–Pacific haircare market volume: million units, 2017–22
- Table 3: Asia–Pacific haircare market category segmentation: % share, by value, 2017–2022
- Table 4: Asia-Pacific haircare market category segmentation: \$ million, 2017-2022
- Table 5: Asia–Pacific haircare market geography segmentation: \$ million, 2022
- Table 6: Asia-Pacific haircare market distribution: % share, by value, 2022
- Table 7: Asia-Pacific haircare market value forecast: \$ million, 2022–27
- Table 8: Asia–Pacific haircare market volume forecast: million units, 2022–27
- Table 9: Asia-Pacific haircare market share: % share, by value, 2022
- Table 10: The Procter & Gamble Co: key facts
- Table 11: The Procter & Gamble Co: Annual Financial Ratios
- Table 12: The Procter & Gamble Co: Key Employees
- Table 13: The Procter & Gamble Co: Key Employees Continued
- Table 14: Unilever Plc.: key facts
- Table 15: Unilever Plc.: Annual Financial Ratios
- Table 16: Unilever Plc.: Key Employees
- Table 17: Unilever Plc.: Key Employees Continued
- Table 18: L'Oreal SA: key facts
- Table 19: L'Oreal SA: Annual Financial Ratios
- Table 20: L'Oreal SA: Key Employees
- Table 21: L'Oreal SA: Key Employees Continued
- Table 22: Kao Corporation: key facts
- Table 23: Kao Corporation: Annual Financial Ratios
- Table 24: Kao Corporation: Key Employees
- Table 25: Kao Corporation: Key Employees Continued
- Table 26: Kao Corporation: Key Employees Continued
- Table 27: Asia-Pacific exchange rate, 2018–22

## List Of Figures

### LIST OF FIGURES

Figure 1: Asia-Pacific haircare market value: \$ million, 2017–22

Figure 2: Asia–Pacific haircare market volume: million units, 2017–22

Figure 3: Asia-Pacific haircare market category segmentation: \$ million, 2017-2022

Figure 4: Asia–Pacific haircare market geography segmentation: % share, by value, 2022

Figure 5: Asia-Pacific haircare market distribution: % share, by value, 2022

Figure 6: Asia-Pacific haircare market value forecast: \$ million, 2022–27

Figure 7: Asia–Pacific haircare market volume forecast: million units, 2022–27

Figure 8: Forces driving competition in the haircare market in Asia-Pacific, 2022

Figure 9: Drivers of buyer power in the haircare market in Asia-Pacific, 2022

Figure 10: Drivers of supplier power in the haircare market in Asia-Pacific, 2022

Figure 11: Factors influencing the likelihood of new entrants in the haircare market in Asia-Pacific, 2022

Figure 12: Factors influencing the threat of substitutes in the haircare market in Asia-Pacific, 2022

Figure 13: Drivers of degree of rivalry in the haircare market in Asia-Pacific, 2022

Figure 14: Asia-Pacific haircare market share: % share, by value, 2022

## I would like to order

Product name: Asia-Pacific (APAC) Haircare Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/AB7E8761305FEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AB7E8761305FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

