

Haircare Global Industry Guide 2015-2024

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Abstracts

Haircare Global Industry Guide 2015-2024

SUMMARY

Global Haircare industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). 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 shampoo, conditioner, hair colorants, hair loss treatments, perms & relaxers, styling agents and salon hair care. 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 2019 exchange rates.

The global haircare market had total revenues of \$78,022.5m in 2019, having registered a compound annual growth rate (CAGR) of 4.1% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.8% between 2015 and 2019, to reach a total of 16,360 million units in 2019.

A myriad of factors have contributed to growth in this market. In developing countries, rapid urbanization, the growth of the middle class, and increasing disposable income have driven demand for haircare products, particularly in India and China.

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global haircare market

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 global haircare market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the global haircare market by value in 2019?

What will be the size of the global haircare market in 2024?

What factors are affecting the strength of competition in the global haircare market?

How has the market performed over the last five years?

Who are the top competitors in the global 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. Competitive Landscape

2 INTRODUCTION

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

3 GLOBAL HAIRCARE

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis
- 3.6. Macroeconomic Indicators

4 HAIRCARE IN ASIA-PACIFIC

- 4.1. Market Overview
- 4.2. Market Data
- 4.3. Market Segmentation
- 4.4. Market outlook
- 4.5. Five forces analysis

5 HAIRCARE IN EUROPE

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis
- 5.6. Macroeconomic Indicators

6 HAIRCARE IN FRANCE

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis
- 6.6. Macroeconomic Indicators

7 HAIRCARE IN GERMANY

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis
- 7.6. Macroeconomic Indicators

8 HAIRCARE IN ITALY

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis
- 8.6. Macroeconomic Indicators

9 HAIRCARE IN JAPAN

- 9.1. Market Overview
- 9.2. Market Data
- 9.3. Market Segmentation

- 9.4. Market outlook
- 9.5. Five forces analysis
- 9.6. Macroeconomic Indicators

10 HAIRCARE IN AUSTRALIA

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis
- 10.6. Macroeconomic Indicators

11 HAIRCARE IN CANADA

- 11.1. Market Overview
- 11.2. Market Data
- 11.3. Market Segmentation
- 11.4. Market outlook
- 11.5. Five forces analysis
- 11.6. Macroeconomic Indicators

12 HAIRCARE IN CHINA

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook
- 12.5. Five forces analysis
- 12.6. Macroeconomic Indicators

13 HAIRCARE IN THE NETHERLANDS

- 13.1. Market Overview
- 13.2. Market Data
- 13.3. Market Segmentation
- 13.4. Market outlook
- 13.5. Five forces analysis
- 13.6. Macroeconomic Indicators

14 HAIRCARE IN SPAIN

- 14.1. Market Overview
- 14.2. Market Data
- 14.3. Market Segmentation
- 14.4. Market outlook
- 14.5. Five forces analysis
- 14.6. Macroeconomic Indicators

15 HAIRCARE IN THE UNITED KINGDOM

- 15.1. Market Overview
- 15.2. Market Data
- 15.3. Market Segmentation
- 15.4. Market outlook
- 15.5. Five forces analysis
- 15.6. Macroeconomic Indicators

16 HAIRCARE IN THE UNITED STATES

- 16.1. Market Overview
- 16.2. Market Data
- 16.3. Market Segmentation
- 16.4. Market outlook
- 16.5. Five forces analysis
- 16.6. Macroeconomic Indicators

17 COMPANY PROFILES

- 17.1. L'Oreal SA
- 17.2. Unilever NV
- 17.3. The Procter & Gamble Co
- 17.4. Kao Corporation
- 17.5. Henkel Consumer Goods of Canada Inc
- 17.6. Shiseido Singapore Co (Pte) Ltd
- 17.7. Coty Inc.
- 17.8. Unicharm Corp
- 17.9. Edgewell Personal Care LLC

18 APPENDIX

18.1. Methodology

18.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Global haircare market value: \$ million, 2015–19
- Table 2: Global haircare market volume: million units, 2015–19
- Table 3: Global haircare market category segmentation: \$ million, 2019
- Table 4: Global haircare market geography segmentation: \$ million, 2019
- Table 5: Global haircare market share: % share, by value, 2019
- Table 6: Global haircare market distribution: % share, by value, 2019
- Table 7: Global haircare market value forecast: \$ million, 2019–24
- Table 8: Global haircare market volume forecast: million units, 2019–24
- Table 9: Global size of population (million), 2015–19
- Table 10: Global gdp (constant 2005 prices, \$ billion), 2015–19
- Table 11: Global gdp (current prices, \$ billion), 2015–19
- Table 12: Global inflation, 2015–19
- Table 13: Global consumer price index (absolute), 2015–19
- Table 14: Global exchange rate, 2015–19
- Table 15: Asia-Pacific haircare market value: \$ million, 2015–19
- Table 16: Asia-Pacific haircare market volume: million units, 2015–19
- Table 17: Asia-Pacific haircare market category segmentation: \$ million, 2019
- Table 18: Asia-Pacific haircare market geography segmentation: \$ million, 2019
- Table 19: Asia-Pacific haircare market share: % share, by value, 2019
- Table 20: Asia-Pacific haircare market distribution: % share, by value, 2019
- Table 21: Asia-Pacific haircare market value forecast: \$ million, 2019–24
- Table 22: Asia-Pacific haircare market volume forecast: million units, 2019–24
- Table 23: Europe haircare market value: \$ million, 2015–19
- Table 24: Europe haircare market volume: million units, 2015–19
- Table 25: Europe haircare market category segmentation: \$ million, 2019
- Table 26: Europe haircare market geography segmentation: \$ million, 2019
- Table 27: Europe haircare market share: % share, by value, 2019
- Table 28: Europe haircare market distribution: % share, by value, 2019
- Table 29: Europe haircare market value forecast: \$ million, 2019–24
- Table 30: Europe haircare market volume forecast: million units, 2019–24
- Table 31: Europe size of population (million), 2015–19
- Table 32: Europe gdp (constant 2005 prices, \$ billion), 2015–19
- Table 33: Europe gdp (current prices, \$ billion), 2015–19
- Table 34: Europe inflation, 2015–19
- Table 35: Europe consumer price index (absolute), 2015–19

- Table 36: Europe exchange rate, 2015–19
- Table 37: France haircare market value: \$ million, 2015–19
- Table 38: France haircare market volume: million units, 2015–19
- Table 39: France haircare market category segmentation: \$ million, 2019
- Table 40: France haircare market geography segmentation: \$ million, 2019
- Table 41: France haircare market share: % share, by value, 2019
- Table 42: France haircare market distribution: % share, by value, 2019
- Table 43: France haircare market value forecast: \$ million, 2019–24
- Table 44: France haircare market volume forecast: million units, 2019–24
- Table 45: France size of population (million), 2015–19
- Table 46: France gdp (constant 2005 prices, \$ billion), 2015–19
- Table 47: France gdp (current prices, \$ billion), 2015–19
- Table 48: France inflation, 2015–19
- Table 49: France consumer price index (absolute), 2015–19
- Table 50: France exchange rate, 2015–19

List Of Figures

LIST OF FIGURES

- Figure 1: Global haircare market value: \$ million, 2015–19
- Figure 2: Global haircare market volume: million units, 2015–19
- Figure 3: Global haircare market category segmentation: % share, by value, 2019
- Figure 4: Global haircare market geography segmentation: % share, by value, 2019
- Figure 5: Global haircare market share: % share, by value, 2019
- Figure 6: Global haircare market distribution: % share, by value, 2019
- Figure 7: Global haircare market value forecast: \$ million, 2019–24
- Figure 8: Global haircare market volume forecast: million units, 2019–24
- Figure 9: Forces driving competition in the global haircare market, 2019
- Figure 10: Drivers of buyer power in the global haircare market, 2019
- Figure 11: Drivers of supplier power in the global haircare market, 2019
- Figure 12: Factors influencing the likelihood of new entrants in the global haircare market, 2019
- Figure 13: Factors influencing the threat of substitutes in the global haircare market, 2019
- Figure 14: Drivers of degree of rivalry in the global haircare market, 2019
- Figure 15: Asia-Pacific haircare market value: \$ million, 2015–19
- Figure 16: Asia-Pacific haircare market volume: million units, 2015–19
- Figure 17: Asia-Pacific haircare market category segmentation: % share, by value, 2019
- Figure 18: Asia-Pacific haircare market geography segmentation: % share, by value, 2019
- Figure 19: Asia-Pacific haircare market share: % share, by value, 2019
- Figure 20: Asia-Pacific haircare market distribution: % share, by value, 2019
- Figure 21: Asia-Pacific haircare market value forecast: \$ million, 2019–24
- Figure 22: Asia-Pacific haircare market volume forecast: million units, 2019–24
- Figure 23: Forces driving competition in the haircare market in Asia-Pacific, 2019
- Figure 24: Drivers of buyer power in the haircare market in Asia-Pacific, 2019
- Figure 25: Drivers of supplier power in the haircare market in Asia-Pacific, 2019
- Figure 26: Factors influencing the likelihood of new entrants in the haircare market in Asia-Pacific, 2019
- Figure 27: Factors influencing the threat of substitutes in the haircare market in Asia-Pacific, 2019
- Figure 28: Drivers of degree of rivalry in the haircare market in Asia-Pacific, 2019
- Figure 29: Europe haircare market value: \$ million, 2015–19

Figure 30: Europe haircare market volume: million units, 2015–19

Figure 31: Europe haircare market category segmentation: % share, by value, 2019

Figure 32: Europe haircare market geography segmentation: % share, by value, 2019

Figure 33: Europe haircare market share: % share, by value, 2019

Figure 34: Europe haircare market distribution: % share, by value, 2019

Figure 35: Europe haircare market value forecast: \$ million, 2019–24

Figure 36: Europe haircare market volume forecast: million units, 2019–24

Figure 37: Forces driving competition in the haircare market in Europe, 2019

Figure 38: Drivers of buyer power in the haircare market in Europe, 2019

Figure 39: Drivers of supplier power in the haircare market in Europe, 2019

Figure 40: Factors influencing the likelihood of new entrants in the haircare market in Europe, 2019

Figure 41: Factors influencing the threat of substitutes in the haircare market in Europe, 2019

Figure 42: Drivers of degree of rivalry in the haircare market in Europe, 2019

Figure 43: France haircare market value: \$ million, 2015–19

Figure 44: France haircare market volume: million units, 2015–19

Figure 45: France haircare market category segmentation: % share, by value, 2019

Figure 46: France haircare market geography segmentation: % share, by value, 2019

Figure 47: France haircare market share: % share, by value, 2019

Figure 48: France haircare market distribution: % share, by value, 2019

Figure 49: France haircare market value forecast: \$ million, 2019–24

Figure 50: France haircare market volume forecast: million units, 2019–24

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