

# Haircare in Asia-Pacific - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/H349569864F6EN.html>

Date: October 2021

Pages: 47

Price: US\$ 350.00 (Single User License)

ID: H349569864F6EN

## Abstracts

Haircare in Asia-Pacific - Market Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Haircare in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). 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 and 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 2020 exchange rates.

The Asia-Pacific haircare market had total revenues of \$29.6bn in 2020, representing a compound annual growth rate (CAGR) of 4.0% between 2016 and 2020.

Market consumption volume increased with a CAGR of 3.1% between 2016 and 2020, to reach a total of 6,282.3 million units in 2020.

Rapid urbanization and increasing disposable income in countries such as China, India and Japan are creating opportunities for manufacturers to invest in

their research and development and launch new products.

## **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 2020?

What will be the size of the Asia-Pacific haircare market in 2025?

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

How has the market performed over the last five years?

Who are the top competitors in 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.
- 4.3. Geography segmentation
- 4.4. 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 haircare market?
- 7.3. Which companies were the most successful at increasing their market share during 2016-2020?
- 7.4. What are the most popular brands in the 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, 2016-20
Table 2: Asia-Pacific haircare market volume: million units, 2016-20
Table 3: Asia-Pacific haircare market category segmentation: % share, by value, 2016-2020
Table 4: Asia-Pacific haircare market category segmentation: \$ million, 2016-2020
Table 5: Asia-Pacific haircare market geography segmentation: \$ million, 2020
Table 6: Asia-Pacific haircare market distribution: % share, by value, 2020
Table 7: Asia-Pacific haircare market value forecast: \$ million, 2020-25
Table 8: Asia-Pacific haircare market volume forecast: million units, 2020-25
Table 9: Asia-Pacific haircare market share: % share, by value, 2020
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: L'Oreal SA: key facts
Table 18: L'Oreal SA: Annual Financial Ratios
Table 19: L'Oreal SA: Key Employees
Table 20: L'Oreal SA: Key Employees Continued
Table 21: Kao Corporation: key facts
Table 22: Kao Corporation: Annual Financial Ratios
Table 23: Kao Corporation: Key Employees
Table 24: Kao Corporation: Key Employees Continued
Table 25: Asia-Pacific exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Asia-Pacific haircare market value: \$ million, 2016-20

Figure 2: Asia-Pacific haircare market volume: million units, 2016-20

Figure 3: Asia-Pacific haircare market category segmentation: \$ million, 2016-2020

Figure 4: Asia-Pacific haircare market geography segmentation: % share, by value, 2020

Figure 5: Asia-Pacific haircare market distribution: % share, by value, 2020

Figure 6: Asia-Pacific haircare market value forecast: \$ million, 2020-25

Figure 7: Asia-Pacific haircare market volume forecast: million units, 2020-25

Figure 8: Forces driving competition in the haircare market in Asia-Pacific, 2020

Figure 9: Drivers of buyer power in the haircare market in Asia-Pacific, 2020

Figure 10: Drivers of supplier power in the haircare market in Asia-Pacific, 2020

Figure 11: Factors influencing the likelihood of new entrants in the haircare market in Asia-Pacific, 2020

Figure 12: Factors influencing the threat of substitutes in the haircare market in Asia-Pacific, 2020

Figure 13: Drivers of degree of rivalry in the haircare market in Asia-Pacific, 2020

Figure 14: Asia-Pacific haircare market share: % share, by value, 2020

## I would like to order

Product name: Haircare in Asia-Pacific - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/H349569864F6EN.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/H349569864F6EN.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