

# Haircare - Market Summary, Competitive Analysis and Forecast, 2016-2025

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## Abstracts

Haircare - Market @Summary, Competitive Analysis and Forecast, 2016-2025

### SUMMARY

Global Haircare 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 global haircare market had total revenues of \$75.1bn in 2020, representing a compound annual growth rate (CAGR) of 2.9% between 2016 and 2020.

Market consumption volume increased with a CAGR of 1.5% between 2016 and 2020, to reach a total of 16 billion liters in 2020.

Disposable income, rapid urbanization and the increasing middle class have driven demand for haircare products in developing countries, particularly in China and India.

## 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 2020?

What will be the size of the global haircare market in 2025?

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

### **4 MACROECONOMIC INDICATORS**

- 4.1. Country data

### **5 HAIRCARE IN ASIA-PACIFIC**

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

## **6 HAIRCARE IN EUROPE**

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

## **7 MACROECONOMIC INDICATORS**

- 7.1. Country data

## **8 HAIRCARE IN FRANCE**

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

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 HAIRCARE IN GERMANY**

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

## **11 MACROECONOMIC INDICATORS**

- 11.1. Country data

## **12 HAIRCARE IN ITALY**

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

## **13 MACROECONOMIC INDICATORS**

- 13.1. Country data

## **14 HAIRCARE IN JAPAN**

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

## **15 MACROECONOMIC INDICATORS**

- 15.1. Country data

## **16 HAIRCARE IN AUSTRALIA**

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

## **17 MACROECONOMIC INDICATORS**

- 17.1. Country data

## **18 HAIRCARE IN CANADA**

- 18.1. Market Overview
- 18.2. Market Data
- 18.3. Market Segmentation

18.4. Market outlook

18.5. Five forces analysis

## **19 MACROECONOMIC INDICATORS**

19.1. Country data

## **20 HAIRCARE IN CHINA**

20.1. Market Overview

20.2. Market Data

20.3. Market Segmentation

20.4. Market outlook

20.5. Five forces analysis

## **21 MACROECONOMIC INDICATORS**

21.1. Country data

## **22 HAIRCARE IN THE NETHERLANDS**

22.1. Market Overview

22.2. Market Data

22.3. Market Segmentation

22.4. Market outlook

22.5. Five forces analysis

## **23 MACROECONOMIC INDICATORS**

23.1. Country data

## **24 HAIRCARE IN SPAIN**

24.1. Market Overview

24.2. Market Data

24.3. Market Segmentation

24.4. Market outlook

24.5. Five forces analysis

## **25 MACROECONOMIC INDICATORS**

25.1. Country data

## **26 HAIRCARE IN THE UNITED KINGDOM**

26.1. Market Overview

26.2. Market Data

26.3. Market Segmentation

26.4. Market outlook

26.5. Five forces analysis

## **27 MACROECONOMIC INDICATORS**

27.1. Country data

## **28 HAIRCARE IN THE UNITED STATES**

28.1. Market Overview

28.2. Market Data

28.3. Market Segmentation

28.4. Market outlook

28.5. Five forces analysis

## **29 MACROECONOMIC INDICATORS**

29.1. Country data

## **30 COMPANY PROFILES**

## **31 APPENDIX**

31.1. Methodology

31.2. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Global haircare market value: \$ million, 2016-20
- Table 2: Global haircare market volume: million units, 2016-20
- Table 3: Global haircare market category segmentation: % share, by value, 2016-2020
- Table 4: Global haircare market category segmentation: \$ million, 2016-2020
- Table 5: Global haircare market geography segmentation: \$ million, 2020
- Table 6: Global haircare market share: % share, by value, 2020
- Table 7: Global haircare market distribution: % share, by value, 2020
- Table 8: Global haircare market value forecast: \$ million, 2020-25
- Table 9: Global haircare market volume forecast: million units, 2020-25
- Table 10: Global size of population (million), 2016-20
- Table 11: Global gdp (constant 2005 prices, \$ billion), 2016-20
- Table 12: Global gdp (current prices, \$ billion), 2016-20
- Table 13: Global inflation, 2016-20
- Table 14: Global consumer price index (absolute), 2016-20
- Table 15: Global exchange rate, 2016-20
- Table 16: Asia-Pacific haircare market value: \$ million, 2016-20
- Table 17: Asia-Pacific haircare market volume: million units, 2016-20
- Table 18: Asia-Pacific haircare market category segmentation: % share, by value, 2016-2020
- Table 19: Asia-Pacific haircare market category segmentation: \$ million, 2016-2020
- Table 20: Asia-Pacific haircare market geography segmentation: \$ million, 2020
- Table 21: Asia-Pacific haircare market share: % share, by value, 2020
- Table 22: Asia-Pacific haircare market distribution: % share, by value, 2020
- Table 23: Asia-Pacific haircare market value forecast: \$ million, 2020-25
- Table 24: Asia-Pacific haircare market volume forecast: million units, 2020-25
- Table 25: Europe haircare market value: \$ million, 2016-20
- Table 26: Europe haircare market volume: million units, 2016-20
- Table 27: Europe haircare market category segmentation: % share, by value, 2016-2020
- Table 28: Europe haircare market category segmentation: \$ million, 2016-2020
- Table 29: Europe haircare market geography segmentation: \$ million, 2020
- Table 30: Europe haircare market share: % share, by value, 2020
- Table 31: Europe haircare market distribution: % share, by value, 2020
- Table 32: Europe haircare market value forecast: \$ million, 2020-25
- Table 33: Europe haircare market volume forecast: million units, 2020-25



- Table 34: Europe size of population (million), 2016-20
- Table 35: Europe gdp (constant 2005 prices, \$ billion), 2016-20
- Table 36: Europe gdp (current prices, \$ billion), 2016-20
- Table 37: Europe inflation, 2016-20
- Table 38: Europe consumer price index (absolute), 2016-20
- Table 39: Europe exchange rate, 2016-20
- Table 40: France haircare market value: \$ million, 2016-20
- Table 41: France haircare market volume: million units, 2016-20
- Table 42: France haircare market category segmentation: \$ million, 2020
- Table 43: France haircare market geography segmentation: \$ million, 2020
- Table 44: France haircare market share: % share, by value, 2020
- Table 45: France haircare market distribution: % share, by value, 2020
- Table 46: France haircare market value forecast: \$ million, 2020-25
- Table 47: France haircare market volume forecast: million units, 2020-25
- Table 48: France size of population (million), 2016-20
- Table 49: France gdp (constant 2005 prices, \$ billion), 2016-20
- Table 50: France gdp (current prices, \$ billion), 2016-20
- Table 51: France inflation, 2016-20
- Table 52: France consumer price index (absolute), 2016-20
- Table 53: France exchange rate, 2016-20
- Table 54: Germany haircare market value: \$ million, 2016-20
- Table 55: Germany haircare market volume: million units, 2016-20
- Table 56: Germany haircare market category segmentation: \$ million, 2020
- Table 57: Germany haircare market geography segmentation: \$ million, 2020
- Table 58: Germany haircare market share: % share, by value, 2020
- Table 59: Germany haircare market distribution: % share, by value, 2020
- Table 60: Germany haircare market value forecast: \$ million, 2020-25
- Table 61: Germany haircare market volume forecast: million units, 2020-25
- Table 62: Germany size of population (million), 2016-20
- Table 63: Germany gdp (constant 2005 prices, \$ billion), 2016-20
- Table 64: Germany gdp (current prices, \$ billion), 2016-20
- Table 65: Germany inflation, 2016-20
- Table 66: Germany consumer price index (absolute), 2016-20
- Table 67: Germany exchange rate, 2016-20
- Table 68: Italy haircare market value: \$ million, 2016-20
- Table 69: Italy haircare market volume: million units, 2016-20
- Table 70: Italy haircare market category segmentation: \$ million, 2020
- Table 71: Italy haircare market geography segmentation: \$ million, 2020
- Table 72: Italy haircare market share: % share, by value, 2020

Table 73: Italy haircare market distribution: % share, by value, 2020

Table 74: Italy haircare market value forecast: \$ million, 2020-25

Table 75: Italy haircare market volume forecast: million units, 2020-25

Table 76: Italy size of population (million), 2016-20

Table 77: Italy gdp (constant 2005 prices, \$ billion), 2016-20

Table 78: Italy gdp (current prices, \$ billion), 2016-20

Table 79: Italy inflation, 2016-20

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global haircare market value: \$ million, 2016-20
- Figure 2: Global haircare market volume: million units, 2016-20
- Figure 3: Global haircare market category segmentation: \$ million, 2016-2020
- Figure 4: Global haircare market geography segmentation: % share, by value, 2020
- Figure 5: Global haircare market share: % share, by value, 2020
- Figure 6: Global haircare market distribution: % share, by value, 2020
- Figure 7: Global haircare market value forecast: \$ million, 2020-25
- Figure 8: Global haircare market volume forecast: million units, 2020-25
- Figure 9: Forces driving competition in the global haircare market, 2020
- Figure 10: Drivers of buyer power in the global haircare market, 2020
- Figure 11: Drivers of supplier power in the global haircare market, 2020
- Figure 12: Factors influencing the likelihood of new entrants in the global haircare market, 2020
- Figure 13: Factors influencing the threat of substitutes in the global haircare market, 2020
- Figure 14: Drivers of degree of rivalry in the global haircare market, 2020
- Figure 15: Asia-Pacific haircare market value: \$ million, 2016-20
- Figure 16: Asia-Pacific haircare market volume: million units, 2016-20
- Figure 17: Asia-Pacific haircare market category segmentation: \$ million, 2016-2020
- Figure 18: Asia-Pacific haircare market geography segmentation: % share, by value, 2020
- Figure 19: Asia-Pacific haircare market share: % share, by value, 2020
- Figure 20: Asia-Pacific haircare market distribution: % share, by value, 2020
- Figure 21: Asia-Pacific haircare market value forecast: \$ million, 2020-25
- Figure 22: Asia-Pacific haircare market volume forecast: million units, 2020-25
- Figure 23: Forces driving competition in the haircare market in Asia-Pacific, 2020
- Figure 24: Drivers of buyer power in the haircare market in Asia-Pacific, 2020
- Figure 25: Drivers of supplier power in the haircare market in Asia-Pacific, 2020
- Figure 26: Factors influencing the likelihood of new entrants in the haircare market in Asia-Pacific, 2020
- Figure 27: Factors influencing the threat of substitutes in the haircare market in Asia-Pacific, 2020
- Figure 28: Drivers of degree of rivalry in the haircare market in Asia-Pacific, 2020
- Figure 29: Europe haircare market value: \$ million, 2016-20
- Figure 30: Europe haircare market volume: million units, 2016-20

- Figure 31: Europe haircare market category segmentation: \$ million, 2016-2020
- Figure 32: Europe haircare market geography segmentation: % share, by value, 2020
- Figure 33: Europe haircare market share: % share, by value, 2020
- Figure 34: Europe haircare market distribution: % share, by value, 2020
- Figure 35: Europe haircare market value forecast: \$ million, 2020-25
- Figure 36: Europe haircare market volume forecast: million units, 2020-25
- Figure 37: Forces driving competition in the haircare market in Europe, 2020
- Figure 38: Drivers of buyer power in the haircare market in Europe, 2020
- Figure 39: Drivers of supplier power in the haircare market in Europe, 2020
- Figure 40: Factors influencing the likelihood of new entrants in the haircare market in Europe, 2020
- Figure 41: Factors influencing the threat of substitutes in the haircare market in Europe, 2020
- Figure 42: Drivers of degree of rivalry in the haircare market in Europe, 2020
- Figure 43: France haircare market value: \$ million, 2016-20
- Figure 44: France haircare market volume: million units, 2016-20
- Figure 45: France haircare market category segmentation: % share, by value, 2020
- Figure 46: France haircare market geography segmentation: % share, by value, 2020
- Figure 47: France haircare market share: % share, by value, 2020
- Figure 48: France haircare market distribution: % share, by value, 2020
- Figure 49: France haircare market value forecast: \$ million, 2020-25
- Figure 50: France haircare market volume forecast: million units, 2020-25
- Figure 51: Forces driving competition in the haircare market in France, 2020
- Figure 52: Drivers of buyer power in the haircare market in France, 2020
- Figure 53: Drivers of supplier power in the haircare market in France, 2020
- Figure 54: Factors influencing the likelihood of new entrants in the haircare market in France, 2020
- Figure 55: Factors influencing the threat of substitutes in the haircare market in France, 2020
- Figure 56: Drivers of degree of rivalry in the haircare market in France, 2020
- Figure 57: Germany haircare market value: \$ million, 2016-20
- Figure 58: Germany haircare market volume: million units, 2016-20
- Figure 59: Germany haircare market category segmentation: % share, by value, 2020
- Figure 60: Germany haircare market geography segmentation: % share, by value, 2020
- Figure 61: Germany haircare market share: % share, by value, 2020
- Figure 62: Germany haircare market distribution: % share, by value, 2020
- Figure 63: Germany haircare market value forecast: \$ million, 2020-25
- Figure 64: Germany haircare market volume forecast: million units, 2020-25
- Figure 65: Forces driving competition in the haircare market in Germany, 2020

- Figure 66: Drivers of buyer power in the haircare market in Germany, 2020
- Figure 67: Drivers of supplier power in the haircare market in Germany, 2020
- Figure 68: Factors influencing the likelihood of new entrants in the haircare market in Germany, 2020
- Figure 69: Factors influencing the threat of substitutes in the haircare market in Germany, 2020
- Figure 70: Drivers of degree of rivalry in the haircare market in Germany, 2020
- Figure 71: Italy haircare market value: \$ million, 2016-20
- Figure 72: Italy haircare market volume: million units, 2016-20
- Figure 73: Italy haircare market category segmentation: % share, by value, 2020
- Figure 74: Italy haircare market geography segmentation: % share, by value, 2020
- Figure 75: Italy haircare market share: % share, by value, 2020
- Figure 76: Italy haircare market distribution: % share, by value, 2020
- Figure 77: Italy haircare market value forecast: \$ million, 2020-25
- Figure 78: Italy haircare market volume forecast: million units, 2020-25
- Figure 79: Forces driving competition in the haircare market in Italy, 2020
- Figure 80: Drivers of buyer power in the haircare market in Italy, 2020

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