

# North America Haircare Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### Summary

Haircare in North America industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 North American Haircare market had total revenues of \$15,382.4 million in 2022, representing a compound annual growth rate (CAGR) of 3.4% between 2017 and 2022.

Market consumption volume increased with a CAGR of 2.2% between 2017 and 2022, to reach a total of 2,899.2 million units in 2022.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 2.9% for the five-year period 2022 %li%2027, which

is expected to drive the market to a value of \$17,735.4 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 North America

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the haircare market in North America

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 North America haircare market with five year forecasts

## Reasons to Buy

What was the size of the North America haircare market by value in 2022?

What will be the size of the North America haircare market in 2027?

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

How has the market performed over the last five years?

What are the main segments that make up North America'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 North American 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 North American haircare market?

## **8 COMPANY PROFILES**

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

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

## List Of Figures

### LIST OF FIGURES

Figure 1: North America haircare market value: \$ million, 2017–22

Figure 2: North America haircare market volume: million units, 2017–22

Figure 3: North America haircare market category segmentation: \$ million, 2017-2022

Figure 4: North America haircare market geography segmentation: % share, by value, 2022

Figure 5: North America haircare market distribution: % share, by value, 2022

Figure 6: North America haircare market value forecast: \$ million, 2022–27

Figure 7: North America haircare market volume forecast: million units, 2022–27

Figure 8: Forces driving competition in the haircare market in North America, 2022

Figure 9: Drivers of buyer power in the haircare market in North America, 2022

Figure 10: Drivers of supplier power in the haircare market in North America, 2022

Figure 11: Factors influencing the likelihood of new entrants in the haircare market in North America, 2022

Figure 12: Factors influencing the threat of substitutes in the haircare market in North America, 2022

Figure 13: Drivers of degree of rivalry in the haircare market in North America, 2022

Figure 14: North America haircare market share: % share, by value, 2022

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