

United States (US) Haircare Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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Summary

Haircare in the United States industry profile provides top-line qualitative and quantitative summary information including: market share, 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 US Haircare market had total revenues of \$11,591.2 million in 2022, representing a compound annual growth rate (CAGR) of 3.3% between 2017 and 2022.

Market consumption volume increased with a CAGR of 2.2% between 2017 and 2022, to reach a total of 1,734.3 million units in 2022.

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

anticipated CAGR of 2.4% for the five-year period 2022-2027, which is expected to drive the market to a value of \$13,060.5 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 the United States

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

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 United States haircare market with five year forecasts

Reasons to Buy

What was the size of the United States haircare market by value in 2022?

What will be the size of the United States haircare market in 2027?

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

How has the market performed over the last five years?

Who are the top competitors in the United States'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 US 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 US haircare market?

8 COMPANY PROFILES

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

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: United States haircare market value: \$ million, 2017–22
- Table 2: United States haircare market volume: million units, 2017–22
- Table 3: United States haircare market category segmentation: % share, by value, 2017–2022
- Table 4: United States haircare market category segmentation: \$ million, 2017-2022
- Table 5: United States haircare market geography segmentation: \$ million, 2022
- Table 6: United States haircare market distribution: % share, by value, 2022
- Table 7: United States haircare market value forecast: \$ million, 2022–27
- Table 8: United States haircare market volume forecast: million units, 2022–27
- Table 9: United States 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: 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: Wella AG: key facts
- Table 19: Wella AG: Key Employees
- Table 20: The Procter & Gamble Co: key facts
- Table 21: The Procter & Gamble Co: Annual Financial Ratios
- Table 22: The Procter & Gamble Co: Key Employees
- Table 23: The Procter & Gamble Co: Key Employees Continued
- Table 24: United States size of population (million), 2018–22
- Table 25: United States gdp (constant 2005 prices, \$ billion), 2018–22
- Table 26: United States gdp (current prices, \$ billion), 2018–22
- Table 27: United States inflation, 2018–22
- Table 28: United States consumer price index (absolute), 2018–22
- Table 29: United States exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: United States haircare market value: \$ million, 2017–22

Figure 2: United States haircare market volume: million units, 2017–22

Figure 3: United States haircare market category segmentation: \$ million, 2017-2022

Figure 4: United States haircare market geography segmentation: % share, by value, 2022

Figure 5: United States haircare market distribution: % share, by value, 2022

Figure 6: United States haircare market value forecast: \$ million, 2022–27

Figure 7: United States haircare market volume forecast: million units, 2022–27

Figure 8: Forces driving competition in the haircare market in the United States, 2022

Figure 9: Drivers of buyer power in the haircare market in the United States, 2022

Figure 10: Drivers of supplier power in the haircare market in the United States, 2022

Figure 11: Factors influencing the likelihood of new entrants in the haircare market in the United States, 2022

Figure 12: Factors influencing the threat of substitutes in the haircare market in the United States, 2022

Figure 13: Drivers of degree of rivalry in the haircare market in the United States, 2022

Figure 14: United States haircare market share: % share, by value, 2022

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