

Australia Hair Care Market Assessment, By Treatment Type [Anti-Dandruff, Hair Loss, Dry & Itchy Scalp, Dull & Frizzy Hair, White-Grey Hair, Others], By Product [Shampoo & Conditioning, Perming & Straightening, Styling Products, Hair Colouring, and Others], By Gender [Male, Female, Unisex], By End-user [Personal, Professional], By Distribution Channel [Online, Supermarkets & Hypermarkets, Retail Outlets, Specialty Stores, Departmental Stores, Dealers & Distributors, Pharmacy & Drug Stores, Others], By Region, Opportunities, and Forecast, 2016-2030F

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Abstracts

The Australia Hair Care Market is projected to witness a CAGR of 4.92% during the forecast period 2023-2030 to grow from USD 1.27 billion in 2022 to USD 1.86 billion in 2030. Growing population, increasing disposable income, and changing consumer preferences towards natural and sustainable products are some of the significant factors driving the market growth of hair care products in Australia.

The market is a significant and competitive industry, with a wide range of products available to consumers. The market includes hair care products such as shampoos, conditioners, hair treatments, styling products, and hair colorants. The market is highly competitive, with many international and local players operating in the space. The market is also characterized by a growing demand for natural and organic hair care products, as consumers become more aware of the potential health and environmental benefits of such products.

Australia hair care market is significantly driven by sales of shampoos. More than 17 million people buy shampoo in an average of six months. Leading players Unilever and P&G, together hold more than one third of the shampoo market share in Australia. Shampoos and conditioners prepared with all-natural ingredients and fragrance-free, cruelty-free, and paraben-free are highly in demand among Australians as the consumers become environmentally responsible as well as health concerned.

A surge in Demand for Organic and Natural Care Products

Owing to an increased awareness of the advantages of natural and organic products, consumers in the Australian hair care market have shown a strong desire for natural components, which has led to the majority of businesses releasing goods with nature-inspired ingredients, such as plant-inspired and high-end botanical ingredients. Organic hair care products come in a wide range of specifications and are designed specifically for various hair types, including dry, normal, and oily scalps. Additionally, Australian customers are becoming more conscious of the negative consequences of harsh chemicals like ammonia in hair dye, which has encouraged them to pick herbal or organic hair dyes. One of the main factors influencing the adoption of organic hair care products is the significant impact that climatic and seasonal fluctuations have on hair development. Due to the market's need for natural and therapeutic goods, new competitors are concentrating on launching their brands with natural hair care choices. In January 2022, Australia's hair care brand, Wuli Grooming, introduced its new range of hair styling products for men and women. These products are made from cruelty-free and vegan ingredients and are suitable for both curly and fine hair.

Innovations in Hair Care

Hair care companies are investing in research and development to create innovative products that cater to the evolving needs and preferences of consumers. This includes the development of advanced formulations, specialized treatments, and new ingredients that offer enhanced performance and address specific hair concerns. Hair care brands are increasingly offering personalized and customizable solutions to consumers. This includes products tailored to different hair types, textures, and specific concerns. By leveraging technology and data, companies provide personalized recommendations, allowing consumers to create personalized hair care regimens that suit their individual needs. For instance, in October 2022, an at-home product and a professional in-salon SKU are among the two new hair care products launched by Epres Brand. The products were made using bio-diffusion technology that provide treatments based on research.

Anti-Aging - A Powerful Driver

Brands are developing specialized formulations designed to address age-related hair concerns. These formulations include ingredients like collagen, keratin, antioxidants, and vitamins that support hair growth, improve elasticity, and protect against environmental damage. By targeting specific anti-aging concerns, these products resonate with consumers seeking effective solutions. A rise in anti-aging hair care products has coincided with an increase in the median age in Australia, which is now 38. These products address the main hair issues of older Millennials, Gen Xers, and Baby Boomers, including thinning, breaking, dryness, and colour protection. Women over 40 want to look their best for as long as possible, but they also want to shorten the intervals between hair colouring sessions. Although colour protection products have been available for a while, modern consumers are looking for more cutting-edge items.

Changing Consumer Dynamics

The Australia Hair Care Market is expanding as a result of changing consumer dynamics, rising product awareness, and rising demand for hair colouring products. Due to the growing preference for salon-quality products, hair colouring is now done not just in the salon but also at home, which has boosted the usage of professional hair colouring products. The ageing population's tendency to prematurely grey their hair, as well as occasions when this has happened due to an unhealthy lifestyle, has raised demand for hair colours. For instance, Beserk, the largest alternative online store in Australia, which was founded in 2000, produces vegan-only, cruelty-free hair colours which are free from harmful chemicals and are available in a variety of shades. Also, Fanola's Prestige Colour is a cutting-edge colouring product that is low in ammonia and enhanced with Ginkgo Biloba. It is available in a wide array of stunning colours, including matte, intense red, brown, and many more.

Impact of COVID-19

The COVID-19 pandemic has had a significant impact on the hair care market in Australia. With the implementation of lockdowns and social distancing measures, many consumers were unable to visit hair salons, which resulted in a decline in demand for professional hair care products. However, the pandemic has also led to a shift in consumer behaviour, with many individuals spending more time at home and focusing on self-care. This has resulted in an increased demand for at-home hair care products, such as hair colouring kits, hair masks, and hair growth treatments. Furthermore, with

the implementation of stricter hygiene protocols and the emphasis on personal hygiene during the pandemic, there has been an increased demand for products that promote scalp health and cleanliness. This has led to an increase in sales of anti-dandruff shampoos, scalp scrubs, and other scalp care products.

Key Players Landscape and Outlook

The hair care market in Australia is highly competitive, with several domestic and international players operating in the market. Some of the key players in the Australian hair care market include Natural Australian Kulture Pty Limited (NAK Hair), Costralia Pty Ltd (Sisley), Kevin Murphy Hair Pty Ltd., and Original & Mineral Pty Ltd. (O&M). These companies offer a wide range of hair care products, and compete on various factors such as product quality, price, branding, packaging, and marketing. The outlook for the Australian hair care market is positive, with growth expected to continue in the coming years. The demand for natural and organic hair care products is also expected to increase, as consumers become more conscious about the impact of synthetic chemicals on their health and the environment.

Big players in the market are investing in hair care start-ups to strengthen their portfolio as well as help the start-ups to expand at a global level. In early 2023, Unilever Ventures funded the Australian scalp care brand- Straands with USD 2 million which it intends to use for expansion in other countries.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed during course of work

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