

United States 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 Hair Care Market in the United States holds a significant share in the country's overall personal care industry. The market is anticipated to grow at a CAGR of 4.42% from 2023 to 2030. In terms of product categories, shampoos and conditioners make up the largest segments of the hair care market in the United States. Other significant product categories include hair colorants, styling products, and hair treatments. The market is highly competitive, with numerous international and domestic players competing for market share. The market size is estimated at USD 14.27 billion in 2022 and is projected to reach USD 20.17 billion by 2030.

Rising consumer demand for chemical-free, eco-friendly, and sustainable hair products, as well as an increase in product development based on available market opportunities, are the main factors driving the region's demand for hair care products. The younger generation is always aware of the various hair care options available, including the

items for colouring and styling their hair to reflect their individual personalities.

The market is seeing a large number of specialised products introduced to fulfil the various consumer preferences. Everybody has a varied hair texture, which is accompanied by various hair issues. Additionally, the use of hair care products is directly impacted by technical advancements in the industry. Recently, in February 2023, BATISTE™, the top-rated dry shampoo company in the country, has added new products to its lineup including BATISTE Texturizing Dry Shampoo, Overnight Deep Cleanse Dry Shampoo, and Overnight Leave-In Hair Mask. Customers are currently yearning for newer, more innovative items that are better suited to their needs and lifestyles. Additionally, customers use hair care products to seem appealing and fashionable as well as to protect their hair, maintain the health of their scalp, and cover grey hair. The growth of the hair care market in the United States is being driven by all of these causes.

Growing Hair Loss Concerns

According to statistics from the International Journal of Dermatology and the United States National Library of Medicine from 2021, 33 percent of COVID-19 survivors in the United States had Telogen effluvium hair loss. This sort of abrupt hair loss affects COVID-19 survivors because of the disease's weakening effects on the body. Additionally, because of the uncertainty of the situation, stress-related hair loss was a result of the epidemic. Another typical type of hair loss is androgenetic alopecia, which affects more than 50 million men and 30 million women in the United States. During the predicted period, this aspect can open the door for anti-hair loss or hair-thickening goods. Stress at work, frequent hairstyle changes, and excessive chemical usage on the hair are all contributing factors to hair damage post-COVID. Virtue Labs LLC introduced its 'Flourish' range of products in April 2021 for specifically females experiencing hair loss.

Product Innovations

With the introduction of several hairstyling, hair regrowth, and hair colourant products during the past ten years, the US haircare industry has seen numerous changes. While the hair colourant and conditioner categories may see quick adoption over the projection period, the shampoo segment is anticipated to continue its market dominance. The region's demand for hair care products is largely driven by rising customer desire for chemical-free, eco-friendly, and sustainable goods as well as a spike in product creation based on current market opportunities. For instance , L'Oréal

submitted a patent application in September 2021 for their natural sugar-based curly hair style product. An international leader in the beauty industry created a recipe for curly hair style using a combination of sugar compounds and plant fibre, providing a healthy and lightweight alternative to silicone and film-forming polymer treatments. Furthermore, Olaplex, a new product from Epres for bond repair for heat-damaged hair, was introduced in October 2022.

Impact of COVID-19

The COVID-19 pandemic has had a significant impact on many industries, including the hair care market in the United States. With many people working from home and social distancing guidelines in place, there has been a decrease in the demand for hair care products and services. People are opting to do their hair at home instead of going to salons, resulting in a decrease in sales for professional hair care products. Due to lockdowns and restrictions on non-essential businesses, many hair salons were forced to close their doors temporarily. This has led to a decrease in sales for professional hair care products that are typically used and sold in salons.

Furthermore, with many people facing financial uncertainty, there has been a shift in consumer priorities, with many opting to cut back on non-essential expenses, such as hair care products and services. Overall, the COVID-19 pandemic has had a negative impact on the hair care market in the United States, with decreased demand and salon closures leading to a decrease in sales. However, the industry has adapted by focusing on e-commerce and developing new products to meet changing consumer needs.

Key Players Landscape and Outlook

The hair care market in the United States is highly competitive and is dominated by several key players. Some of the major players in the industry include The Procter & Gamble Company which is one of the largest companies in the hair care market, with a wide range of brands such as Aussie, Pantene, Head & Shoulders, and Herbal Essences. L'Oréal S.A. is another major player in the market, with a diverse portfolio of brands including L'Oreal Paris, Garnier, Redken, and Matrix. Unilever Plc, Johnson & Johnson Services, Inc. and Coty Inc. also have a significant market presence.

These players in the market are likely to continue investing in research and development to innovate and launch new products, as well as engage in strategic partnerships and collaborations to expand their market share. Overall, the outlook for the hair care market in the United States is positive, and it is expected to remain a

competitive and dynamic industry in the years to come. Recently, in January 2023 , Mielle Organics has been acquired by The Procter & Gamble Company and is planned to function as a separate P&G Beauty business.

Contents

1. RESEARCH METHODOLOGY

2. PROJECT SCOPE & DEFINITIONS

3. IMPACT OF COVID-19 ON UNITED STATES HAIR CARE MARKET

4. EXECUTIVE SUMMARY

5. VOICE OF CUSTOMER

5.1. Demographics (Age/Cohort Analysis – Baby Boomers and Gen X, Millennials, Gen Z; Gender; Income – Low, Mid and High; Geography; Nationality; etc.)

5.2. Market Awareness and Product Information

5.3. Brand Awareness and Loyalty

5.4. Factors Considered in Purchase Decision

5.4.1. Brand Name

5.4.2. Pack Size

5.4.3. Price

5.4.4. Customisation Options

5.4.5. Packaging Type

5.4.6. Inclination Towards Organic Products

5.4.7. Promotional Offers & Discounts

5.5. Purpose of Purchase (Personal Use, Gifting)

5.6. Frequency of Purchase

5.7. Medium of Purchase

5.8. Role of Brand Ambassador or Influencer Marketing on Product/Brand Absorption

6. UNITED STATES HAIR CARE MARKET OUTLOOK, 2016-2030F

6.1. Market Size & Forecast

6.1.1. By Value

6.1.2. By Volume

6.2. By Treatment

6.2.1. Anti-Dandruff

6.2.2. Hair Loss

6.2.3. Dry & Itchy Scalp

6.2.4. Dull & Frizzy Hair

- 6.2.5. White-Grey Hair
- 6.2.6. Others
- 6.3. By Type
 - 6.3.1. Shampoo & Conditioning
 - 6.3.2. Perming & Straightening
 - 6.3.3. Styling Products
 - 6.3.3.1. Gels/Wax
 - 6.3.3.2. Mousse
 - 6.3.3.3. Hair Spray
 - 6.3.3.4. Others
 - 6.3.4. Hair Colouring
 - 6.3.4.1. Permanent
 - 6.3.4.2. Semi-permanent
 - 6.3.4.3. Demi-permanent
 - 6.3.4.4. Temporary
 - 6.3.4.5. Others
 - 6.3.5. Others
- 6.4. By Gender
 - 6.4.1. Male
 - 6.4.2. Female
 - 6.4.3. Unisex
- 6.5. By End-user
 - 6.5.1. Personal
 - 6.5.2. Professional
- 6.6. By Distribution Channel
 - 6.6.1. Online
 - 6.6.2. Supermarkets & Hypermarkets
 - 6.6.3. Retail Outlets
 - 6.6.4. Specialty Stores
 - 6.6.5. Departmental Stores
 - 6.6.6. Dealers & Distributors
 - 6.6.7. Pharmacy & Drug Stores
 - 6.6.8. Others
- 6.7. By Region
 - 6.7.1. Northeast
 - 6.7.2. Southwest
 - 6.7.3. West
 - 6.7.4. Southeast
 - 6.7.5. Midwest

6.8. By Company Market Share (%), 2022

7. MARKET MAPPING, 2022

7.1. By Treatment

7.2. By Type

7.3. By Gender

7.4. By End-user

7.5. By Distribution Channel

7.6. By Region

8. MACRO ENVIRONMENT AND INDUSTRY STRUCTURE

8.1. Supply Demand Analysis

8.2. Import Export Analysis

8.3. Value Chain Analysis

8.4. PESTEL Analysis

8.4.1. Political Factors

8.4.2. Economic System

8.4.3. Social Implications

8.4.4. Technological Advancements

8.4.5. Environmental Impacts

8.4.6. Legal Compliances and Regulatory Policies (Statutory Bodies Included)

8.5. Porter's Five Forces Analysis

8.5.1. Supplier Power

8.5.2. Buyer Power

8.5.3. Substitution Threat

8.5.4. Threat from New Entrant

8.5.5. Competitive Rivalry

9. MARKET DYNAMICS

9.1. Growth Drivers

9.2. Growth Inhibitors (Challenges and Restraints)

10. KEY PLAYERS LANDSCAPE

10.1. Competition Matrix of Top Five Market Leaders

10.2. Market Revenue Analysis of Top Five Market Leaders (in %, 2022)

10.3. Mergers and Acquisitions/Joint Ventures (If Applicable)

10.4. SWOT Analysis (For Five Market Players)

10.5. Patent Analysis (If Applicable)

11. PRICING ANALYSIS

12. CASE STUDIES

13. KEY PLAYERS OUTLOOK

13.1. The Procter & Gamble (P&G) Company

13.1.1. Company Details

13.1.2. Key Management Personnel

13.1.3. Products & Services

13.1.4. Financials (As reported)

13.1.5. Key Market Focus & Geographical Presence

13.1.6. Recent Developments

13.2. L'Oréal S.A.

13.3. Unilever Plc

13.4. Johnson & Johnson Services, Inc.

13.5. Henkel AG & Co. KGaA

13.6. Revlon, Inc.

13.7. Kao Corporation

13.8. Coty Inc.

13.9. Amway Corporation

13.10. The Estée Lauder Companies Inc.

*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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