

Dry Shampoo Market by Product Form (Spray/Aerosol, Powder) By Function (Daily Care/Refresh, Anti-Dandruff, Color Protection), by Distribution Channel (Store Based, Non-Store Based), End User (Individual Consumers, Professional/Salon Use) And Region - Global Forecast to 2030

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Abstracts

The dry shampoo market is projected to grow from USD 4.35 billion in 2025 to USD 5.37 billion by 2030, at a CAGR of 4.3% during the forecast period.

The growth of the powder product form is driven by the demand for clean-label, eco-friendly, and affordable haircare products. Powder dry shampoos use non-aerosol packaging, which helps decrease the environmental impact created by propellants and packaging waste. The product draws deep interest from customers who care about sustainability as it provides natural formulations that contain no talc and use plant-based ingredients. Customers prefer powder formats as they deliver better value through each use and maintain product quality for extended periods. It enables users to measure product amounts with greater precision. The market for dry shampoo will expand because of the increased popularity of DIY haircare routines, minimalist beauty trends, and travel-friendly products.

“Based on function, hair loss prevention is the second-fastest growing segment in the dry shampoo market during the forecast period.”

The increasing consumer demand for scalp health solutions, hair thinning treatments, and stress-related hair fall solutions drives the market for the hair loss prevention segment. The combination of dermatologist recommendations, social media impact, and

premium haircare branding has increased public awareness about the application of dry shampoos for hair loss prevention.

“Based on distribution channel, the store-based segment is projected to register the second-highest CAGR during the forecast period, in terms of value.”

The dry shampoo market in the store-based segment is driven by customers' preference to evaluate products physically before making their purchases. Shoppers at supermarkets, hypermarkets, pharmacies, and specialty beauty stores can examine different brands, formulations, and price points simultaneously. In-store promotional activities with discounts and bundled product packages at store-based channels create opportunities for customers to make unplanned purchases, which result in increased shopping totals. The sales of dry shampoo products have increased in emerging markets as organized retail networks have expanded and premium and mass brands have gained more store space. Consumer trust for multifunctional dry shampoos and treatment-oriented dry shampoos increases when pharmacists and beauty advisors recommend these products.

“The Middle East & Africa is projected to be the second-fastest growing market during the forecast period.”

The Middle East & Africa is projected to register the second-highest CAGR in the global dry shampoo market during the forecast period. The market in the region is driven by the climatic conditions, changing lifestyles, and increased grooming awareness. The region experiences hot and humid weather, which makes people require frequent hair refreshing. Urbanization, youth demographic growth, and women's workforce participation expansion lead to increased demand for products that save time during personal care routines. The Gulf countries experience rising disposable incomes, which enable better access to products through modern retail outlets and specialized beauty stores.

This study has been validated through primary interviews with industry experts globally. These primary sources have been divided into the following three categories:

By Company Type- Tier 1- 60%, Tier 2- 20%, and Tier 3- 20%

By Designation- C Level- 33%, Director Level- 33%, and Managers- 34%

By Region- North America- 30%, Europe- 20%, Asia Pacific- 35%, Middle East

& Africa- 5%, and South America- 10%

The report provides a comprehensive analysis of company profiles:

Prominent companies in the market include Unilever PLC (UK), Procter & Gamble (US), L'Oréal S.A. (France), Henkel AG & Co. KGaA (Germany), Church & Dwight Co., Inc. (US), Kao Corporation (Japan), The Estée Lauder Companies Inc. (US), Shiseido Company Limited (Japan), and Wella Company (Switzerland).

Research Coverage

This research report categorizes the dry shampoo market by product form (spray/aerosol, powder and other formats), function (daily care/refresh, anti-dandruff, color protection, hair loss prevention, multifunction), distribution channel (store-based, non-store based), end user (individual consumers, professional/salon use), and region (North America, Europe, Asia Pacific, Middle East & Africa, and South America). The scope of the report includes detailed information about the major factors influencing the growth of the dry shampoo market, such as drivers, restraints, challenges, and opportunities. A thorough examination of the key industry players has been conducted to provide insights into their business overview, solutions, and services, key strategies, contracts, partnerships, and agreements. Product launches, mergers & acquisitions, and recent developments in the dry shampoo market are all covered. This report includes a competitive analysis of upcoming startups in the dry shampoo market ecosystem.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall dry shampoo market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Rising demand for convenience and time-saving hair

care solutions, Growing influence of social media, beauty influencers, and digital marketing), restraints (Concerns related to product safety and ingredient scrutiny, Preference for traditional wet shampoos in price-sensitive and rural markets), opportunities (Expansion of clean-label, natural, and sustainable product offerings, Growth of e-commerce and direct-to-consumer (DTC) channels), and challenges (Increasing regulatory pressure on aerosol formulations and cosmetic ingredients, Intense competition and brand proliferation)

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and service launches in the dry shampoo market

Market Development: Comprehensive information about lucrative markets – the report analyses the dry shampoo market across varied regions.

Market Diversification: Exhaustive information about services, untapped geographies, recent developments, and investments in the dry shampoo market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and product offerings of leading players, such as Unilever PLC (UK), Procter & Gamble (US), L'Oréal S.A. (France), Henkel AG & Co. KGaA (Germany), Church & Dwight Co., Inc. (US), Kao Corporation (Japan), The Estée Lauder Companies Inc. (US), Shiseido Company Limited (Japan), and Wella Company (Switzerland), among others in the dry shampoo market

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FIGURE 51 EST?E LAUDER COMPANIES INC.: COMPANY SNAPSHOT

FIGURE 52 ORIFLAME: COMPANY SNAPSHOT

FIGURE 53 DRY SHAMPOO MARKET: RESEARCH DESIGN

FIGURE 54 DRY SHAMPOO MARKET: BOTTOM-UP APPROACH

FIGURE 55 DRY SHAMPOO MARKET: TOP-DOWN APPROACH - 1
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FIGURE 57 DRY SHAMPOO MARKET: DEMAND-SIDE FORECAST
FIGURE 58 DRY SHAMPOO MARKET: DATA TRIANGULATION

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