

# United States Liquid Shampoo Market Report 2017

<https://marketpublishers.com/r/U8E0C9754BAEN.html>

Date: January 2017

Pages: 109

Price: US\$ 3,800.00 (Single User License)

ID: U8E0C9754BAEN

## Abstracts

### Notes:

Sales, means the sales volume of Liquid Shampoo

Revenue, means the sales value of Liquid Shampoo

This report studies sales (consumption) of Liquid Shampoo in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

Head & Shoulders

Pantene

CLEAR

VS

L'Oreal

Dove

Rejoice

Schwarzkopf

LUX

Aquair

Syoss

SLEK

Lovefun

Hazeline

CLATROL

Kerastase

Market Segment by States, covering

California

Texas

New York

Florida

Illinois

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

Standard Shampoo

Medicated Shampo

Split by applications, this report focuses on sales, market share and growth rate of Liquid Shampoo in each application, can be divided into

Homecare

Salon

## Contents

### United States Liquid Shampoo Market Report 2017

#### **1 LIQUID SHAMPOO OVERVIEW**

- 1.1 Product Overview and Scope of Liquid Shampoo
- 1.2 Classification of Liquid Shampoo
  - 1.2.1 Standard Shampoo
  - 1.2.2 Medicated Shampoo
- 1.3 Application of Liquid Shampoo
  - 1.3.1 Homecare
  - 1.3.2 Salon
- 1.4 United States Market Size Sales (Volume) and Revenue (Value) of Liquid Shampoo (2011-2021)
  - 1.4.1 United States Liquid Shampoo Sales and Growth Rate (2011-2021)
  - 1.4.2 United States Liquid Shampoo Revenue and Growth Rate (2011-2021)

#### **2 UNITED STATES LIQUID SHAMPOO COMPETITION BY MANUFACTURERS**

- 2.1 United States Liquid Shampoo Sales and Market Share of Key Manufacturers (2015 and 2016)
- 2.2 United States Liquid Shampoo Revenue and Share by Manufactures (2015 and 2016)
- 2.3 United States Liquid Shampoo Average Price by Manufactures (2015 and 2016)
- 2.4 Liquid Shampoo Market Competitive Situation and Trends
  - 2.4.1 Liquid Shampoo Market Concentration Rate
  - 2.4.2 Liquid Shampoo Market Share of Top 3 and Top 5 Manufacturers
  - 2.4.3 Mergers & Acquisitions, Expansion

#### **3 UNITED STATES LIQUID SHAMPOO SALES (VOLUME) AND REVENUE (VALUE) BY STATES (2011-2016)**

- 3.1 United States Liquid Shampoo Sales and Market Share by States (2011-2016)
- 3.2 United States Liquid Shampoo Revenue and Market Share by States (2011-2016)
- 3.3 United States Liquid Shampoo Price by States (2011-2016)

#### **4 UNITED STATES LIQUID SHAMPOO SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2011-2016)**

- 4.1 United States Liquid Shampoo Sales and Market Share by Type (2011-2016)
- 4.2 United States Liquid Shampoo Revenue and Market Share by Type (2011-2016)
- 4.3 United States Liquid Shampoo Price by Type (2011-2016)
- 4.4 United States Liquid Shampoo Sales Growth Rate by Type (2011-2016)

## **5 UNITED STATES LIQUID SHAMPOO SALES (VOLUME) BY APPLICATION (2011-2016)**

- 5.1 United States Liquid Shampoo Sales and Market Share by Application (2011-2016)
- 5.2 United States Liquid Shampoo Sales Growth Rate by Application (2011-2016)
- 5.3 Market Drivers and Opportunities

## **6 UNITED STATES LIQUID SHAMPOO MANUFACTURERS PROFILES/ANALYSIS**

### 6.1 Head & Shoulders

- 6.1.1 Company Basic Information, Manufacturing Base and Competitors
- 6.1.2 Liquid Shampoo Product Type, Application and Specification
  - 6.1.2.1 Standard Shampoo
  - 6.1.2.2 Medicated Shampo
- 6.1.3 Head & Shoulders Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)
- 6.1.4 Main Business/Business Overview

### 6.2 Pantene

- 6.2.2 Liquid Shampoo Product Type, Application and Specification
  - 6.2.2.1 Standard Shampoo
  - 6.2.2.2 Medicated Shampo
- 6.2.3 Pantene Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)
- 6.2.4 Main Business/Business Overview

### 6.3 CLEAR

- 6.3.2 Liquid Shampoo Product Type, Application and Specification
  - 6.3.2.1 Standard Shampoo
  - 6.3.2.2 Medicated Shampo
- 6.3.3 CLEAR Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)
- 6.3.4 Main Business/Business Overview

### 6.4 VS

- 6.4.2 Liquid Shampoo Product Type, Application and Specification
  - 6.4.2.1 Standard Shampoo
  - 6.4.2.2 Medicated Shampo

- 6.4.3 VS Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)
- 6.4.4 Main Business/Business Overview
- 6.5 L'Oreal
  - 6.5.2 Liquid Shampoo Product Type, Application and Specification
    - 6.5.2.1 Standard Shampoo
    - 6.5.2.2 Medicated Shampo
  - 6.5.3 L'Oreal Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.5.4 Main Business/Business Overview
- 6.6 Dove
  - 6.6.2 Liquid Shampoo Product Type, Application and Specification
    - 6.6.2.1 Standard Shampoo
    - 6.6.2.2 Medicated Shampo
  - 6.6.3 Dove Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.6.4 Main Business/Business Overview
- 6.7 Rejoice
  - 6.7.2 Liquid Shampoo Product Type, Application and Specification
    - 6.7.2.1 Standard Shampoo
    - 6.7.2.2 Medicated Shampo
  - 6.7.3 Rejoice Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.7.4 Main Business/Business Overview
- 6.8 Schwarzkopf
  - 6.8.2 Liquid Shampoo Product Type, Application and Specification
    - 6.8.2.1 Standard Shampoo
    - 6.8.2.2 Medicated Shampo
  - 6.8.3 Schwarzkopf Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.8.4 Main Business/Business Overview
- 6.9 LUX
  - 6.9.2 Liquid Shampoo Product Type, Application and Specification
    - 6.9.2.1 Standard Shampoo
    - 6.9.2.2 Medicated Shampo
  - 6.9.3 LUX Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.9.4 Main Business/Business Overview
- 6.10 Aquair
  - 6.10.2 Liquid Shampoo Product Type, Application and Specification
    - 6.10.2.1 Standard Shampoo
    - 6.10.2.2 Medicated Shampo
  - 6.10.3 Aquair Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.10.4 Main Business/Business Overview

- 6.11 Syoss
- 6.12 SLEK
- 6.13 Lovefun
- 6.14 Hazeline
- 6.15 CLATROL
- 6.16 Kerastase

## **7 LIQUID SHAMPOO MANUFACTURING COST ANALYSIS**

- 7.1 Liquid Shampoo Key Raw Materials Analysis
  - 7.1.1 Key Raw Materials
  - 7.1.2 Price Trend of Key Raw Materials
  - 7.1.3 Key Suppliers of Raw Materials
  - 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
  - 7.2.1 Raw Materials
  - 7.2.2 Labor Cost
  - 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Liquid Shampoo

## **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 8.1 Liquid Shampoo Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Liquid Shampoo Major Manufacturers in 2015
- 8.4 Downstream Buyers

## **9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 9.1 Marketing Channel
  - 9.1.1 Direct Marketing
  - 9.1.2 Indirect Marketing
  - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

### 10.1 Technology Progress/Risk

#### 10.1.1 Substitutes Threat

#### 10.1.2 Technology Progress in Related Industry

### 10.2 Consumer Needs/Customer Preference Change

### 10.3 Economic/Political Environmental Change

## **11 UNITED STATES LIQUID SHAMPOO MARKET FORECAST (2016-2021)**

### 11.1 United States Liquid Shampoo Sales, Revenue Forecast (2016-2021)

### 11.2 United States Liquid Shampoo Sales Forecast by Type (2016-2021)

### 11.3 United States Liquid Shampoo Sales Forecast by Application (2016-2021)

### 11.4 Liquid Shampoo Price Forecast (2016-2021)

## **12 RESEARCH FINDINGS AND CONCLUSION**

## **13 APPENDIX**

Methodology

Analyst Introduction

Data Source

The report requires updating with new data and is sent in 2-3 business days after order is placed.



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Liquid Shampoo

Table Classification of Liquid Shampoo

Figure United States Sales Market Share of Liquid Shampoo by Type in 2015

Figure Standard Shampoo Picture

Figure Medicated Shampoo Picture

Table Application of Liquid Shampoo

Figure United States Sales Market Share of Liquid Shampoo by Application in 2015

Figure Homecare Examples

Figure Salon Examples

Figure United States Liquid Shampoo Sales and Growth Rate (2011-2021)

Figure United States Liquid Shampoo Revenue and Growth Rate (2011-2021)

Table United States Liquid Shampoo Sales of Key Manufacturers (2015 and 2016)

Table United States Liquid Shampoo Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Liquid Shampoo Sales Share by Manufacturers

Figure 2016 Liquid Shampoo Sales Share by Manufacturers

Table United States Liquid Shampoo Revenue by Manufacturers (2015 and 2016)

Table United States Liquid Shampoo Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States Liquid Shampoo Revenue Share by Manufacturers

Table 2016 United States Liquid Shampoo Revenue Share by Manufacturers

Table United States Market Liquid Shampoo Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market Liquid Shampoo Average Price of Key Manufacturers in 2015

Figure Liquid Shampoo Market Share of Top 3 Manufacturers

Figure Liquid Shampoo Market Share of Top 5 Manufacturers

Table United States Liquid Shampoo Sales by States (2011-2016)

Table United States Liquid Shampoo Sales Share by States (2011-2016)

Figure United States Liquid Shampoo Sales Market Share by States in 2015

Table United States Liquid Shampoo Revenue and Market Share by States (2011-2016)

Table United States Liquid Shampoo Revenue Share by States (2011-2016)

Figure Revenue Market Share of Liquid Shampoo by States (2011-2016)

Table United States Liquid Shampoo Price by States (2011-2016)

Table United States Liquid Shampoo Sales by Type (2011-2016)

Table United States Liquid Shampoo Sales Share by Type (2011-2016)

Figure United States Liquid Shampoo Sales Market Share by Type in 2015  
Table United States Liquid Shampoo Revenue and Market Share by Type (2011-2016)  
Table United States Liquid Shampoo Revenue Share by Type (2011-2016)  
Figure Revenue Market Share of Liquid Shampoo by Type (2011-2016)  
Table United States Liquid Shampoo Price by Type (2011-2016)  
Figure United States Liquid Shampoo Sales Growth Rate by Type (2011-2016)  
Table United States Liquid Shampoo Sales by Application (2011-2016)  
Table United States Liquid Shampoo Sales Market Share by Application (2011-2016)  
Figure United States Liquid Shampoo Sales Market Share by Application in 2015  
Table United States Liquid Shampoo Sales Growth Rate by Application (2011-2016)  
Figure United States Liquid Shampoo Sales Growth Rate by Application (2011-2016)  
Table Head & Shoulders Basic Information List  
Table Head & Shoulders Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure Head & Shoulders Liquid Shampoo Sales Market Share (2011-2016)  
Table Pantene Basic Information List  
Table Pantene Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Pantene Liquid Shampoo Sales Market Share (2011-2016)  
Table CLEAR Basic Information List  
Table CLEAR Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)  
Table CLEAR Liquid Shampoo Sales Market Share (2011-2016)  
Table VS Basic Information List  
Table VS Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)  
Table VS Liquid Shampoo Sales Market Share (2011-2016)  
Table L'Oreal Basic Information List  
Table L'Oreal Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)  
Table L'Oreal Liquid Shampoo Sales Market Share (2011-2016)  
Table Dove Basic Information List  
Table Dove Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Dove Liquid Shampoo Sales Market Share (2011-2016)  
Table Rejoice Basic Information List  
Table Rejoice Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Rejoice Liquid Shampoo Sales Market Share (2011-2016)  
Table Schwarzkopf Basic Information List  
Table Schwarzkopf Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Schwarzkopf Liquid Shampoo Sales Market Share (2011-2016)  
Table LUX Basic Information List  
Table LUX Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)

Table LUX Liquid Shampoo Sales Market Share (2011-2016)

Table Aquair Basic Information List

Table Aquair Liquid Shampoo Sales, Revenue, Price and Gross Margin (2011-2016)

Table Aquair Liquid Shampoo Sales Market Share (2011-2016)

Table Syoss Basic Information List

Table SLEK Basic Information List

Table Lovefun Basic Information List

Table Hazeline Basic Information List

Table CLATROL Basic Information List

Table Kerastase Basic Information List

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Liquid Shampoo

Figure Manufacturing Process Analysis of Liquid Shampoo

Figure Liquid Shampoo Industrial Chain Analysis

Table Raw Materials Sources of Liquid Shampoo Major Manufacturers in 2015

Table Major Buyers of Liquid Shampoo

Table Distributors/Traders List

Figure United States Liquid Shampoo Production and Growth Rate Forecast (2016-2021)

Figure United States Liquid Shampoo Revenue and Growth Rate Forecast (2016-2021)

Table United States Liquid Shampoo Production Forecast by Type (2016-2021)

Table United States Liquid Shampoo Consumption Forecast by Application (2016-2021)

Table United States Liquid Shampoo Sales Forecast by States (2016-2021)

Table United States Liquid Shampoo Sales Share Forecast by States (2016-2021)

## I would like to order

Product name: United States Liquid Shampoo Market Report 2017

Product link: <https://marketpublishers.com/r/U8E0C9754BAEN.html>

Price: US\$ 3,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U8E0C9754BAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970