

Hair Care Market in India Forecast to 2020

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Abstracts

Due to climatic aggression in India, people are coming up with the hair problems like thinning hair, loss of hair volume, dandruff, and graying hair at an early age. Stress and working pressures also leads to hair problems. With a growing income rate of middle class, the hair care market in India is going through a major paradigm shift. With consumers ready to experiment with new products and services, and marketers churning out new products at an impressive rate, there is a sense of excitement in the industry.

Our recent market research report, "Hair Care Market in India Forecast to 2020", depicts the current and future scenario of all the segments in Indian hair care industry. A detailed in-depth analysis of the Indian hair care market by segments and by regions is covered in the report, in accordance to which high demand will come from Northern region.

Further, the study narrates how the hair care players are addressing continually changing lifestyle, demographic, and even economic considerations. The increasing affluence among the young and changing lifestyles are driving the demand for the emerging hair care segment. Anti-dandruff shampoos and conditioners; hair fall therapies; products for shine, strength and length; and anti-ageing hair care products are few variants that are fuelling the Indian hair care market.

Extensive research and analysis also revealed that the share of hair care market is maximum in the cosmetic industry, with hair oil being the dominant segment as there is a surge in the Indian market with the variants in the segment like perfume oil, light oil, and many more. In future, although hair oil is expected to remain the leading market, but hair color will attain the fastest growth rate in the segment.

Further, to provide a balanced outlook of the Indian hair care market to our clients, the

report includes summary of major players' contribution in the industry along with their business descriptions, SWOT analysis and recent developments in the market.

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