

Indian Hair Care Market Outlook 2018

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Abstracts

Hectic and unhealthy lifestyle, seasonal and climatic factors, apart from carelessness in taking care of hair, is leading to various hair problems like untimely hair loss (baldness), dandruff, thinning hair and graying hairs in the recent years. While hair loss or complete and patchy baldness is a natural phenomenon which happens with age, but losing hair before time is one dilemma a lot of people are facing these days. With increase in such hair issues, the demand for hair care products like normal and specialized shampoo, conditioners, hair colors and hair oils are increasing rapidly, thereby providing high momentum to the Indian hair care market.

Our recent market research report, "Indian Hair Care Market Outlook 2018", portrays the current and future scenario of all the segments in Indian hair care industry. For the study, we have conducted interviews with various industry experts, such as cosmetic product manufacturers and suppliers. As per our research findings, with the changing needs and preferences of the people, cosmetic companies are modifying their product portfolios which are fuelling the demand of hair care products. The new variants like anti-dandruff shampoos and conditioners, hair fall therapies, products for shine, strength and length are few variants that are highly popular in the market.

Once considered by the affluent class as a beauty treatment, hair colorants have now become a lifestyle need. Traditionally used shikakai powder and henna have been replaced by hair dyes and colors with the steady improvement in purchasing power of both men and women.

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. In future, although hair oil is expected to remain the leading market but hair color will attain the fastest growth rate in the segment. The report also covers current and future regional market of all the segments in Indian hair care industry, in accordance to which, high

demand will come from northern region.

The report also covers the SWOT analysis of key industry players along with their business overview, and recent developments.

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