

Global Hair Care Products Market 2021

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Abstracts

Hair care products are those that help to control the properties and behavior of the hair so that it can be maintained in a controlled and desirable manner. According to a report by StrategyHelix, the global hair care products market is set to increase by US\$ 34,012 million during 2021-2027, growing at a CAGR of 5.1% during the forecast period. Continuously rising personnel disposable income levels, increasing adoption of a modern approach to grooming practices, increasing cases of hair loss among men, coupled with the rising prevalence of scalp disorders and hair loss are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for hair care products. The global hair care products market is segmented on the basis of price range, product, distribution channel, and region. On the basis of price range, the global hair care products market has been segmented into prestige product, mass product. The mass product segment held the largest revenue share in 2020. By product, the global hair care products market has been segmented into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. Among these, the shampoos segment was accounted for the highest revenue generator in 2020. Based on distribution channel, the global hair care products market is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. Geographically, the global hair care products market is segmented into North America, Asia Pacific, Europe, Middle East and Africa, Latin America.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. Globally, the traditional conditioners segment made up the largest share of the hair care products market. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. The hairsprays segment was the largest contributor to the global hair care products market in 2020.

The shampoos market is further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. The standard shampoos segment is estimated to account for the largest share of the global hair care products market.

The global hair care products market is highly competitive. The prominent players operating in the global hair care products market include Beiersdorf AG, Dabur India Limited, GROUPE EUGENE PERMA, Guangzhou Adolph Personal Care Products Co. Ltd., Guangzhou Uniasia Cosmetics Technology Co. Ltd., Henkel AG & Co. KGaA, John Paul Mitchell Systems Inc., Johnson & Johnson Inc, Kao Corporation, Lion Corporation, L'Oreal S.A., Mandom Corporation, Marico Limited, Monat Global Corporation, Natura & Co, Pierre Fabre S.A., Revlon Inc., Shiseido Company Limited, The Procter & Gamble Company, Unilever PLC, Wella AG, Yves Rocher sa.

Report Scope

Price range: prestige product, mass product

Product: shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Region: North America, Asia Pacific, Europe, Middle East and Africa, Latin America

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the global hair care products market

Pinpoint growth sectors and trends for investment

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North America
Asia Pacific
Europe
Middle East and Africa

Latin America

PART 7. KEY COMPANIES

Beiersdorf AG
Dabur India Limited
GROUPE EUGENE PERMA
Guangzhou Adolph Personal Care Products Co., Ltd.
Guangzhou Uniasia Cosmetics Technology Co., Ltd.
Henkel AG & Co. KGaA
John Paul Mitchell Systems, Inc.
Johnson & Johnson Inc
Kao Corporation
Lion Corporation
L'Oreal S.A.
Mandom Corporation
Marico Limited
Monat Global Corporation
Natura & Co
Pierre Fabre S.A.
Revlon, Inc.
Shiseido Company, Limited
The Procter & Gamble Company
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