

# Hair Care Products Market in Germany 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. The hair care products market in Germany is poised to grow by US\$ 986 million from 2021 to 2027, registering a CAGR of 3.2% during the forecast period, according to StrategyHelix. 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 Germany hair care products market is segmented on the basis of price range, product, and distribution channel. By price range, the hair care products market in Germany has been segmented into prestige product, mass product. In 2020, the mass product segment made up the largest share of revenue generated by the hair care products market. Based upon product, the hair care products market in Germany is categorized into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. The shampoos segment was the largest contributor to the Germany hair care products market in 2020. On the basis of distribution channel, the hair care products market in Germany has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. Among these, the traditional conditioners segment was accounted for the highest revenue generator in 2020. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. The hairsprays segment captured the largest share of the market in 2020 and is expected to maintain its dominance during the forecast period. The shampoos market is further divided into

standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. According to the research, the standard shampoos segment had the largest share in the hair care products market in Germany.

As of 2020, the major players in the Germany hair care products market were Henkel AG & Co. KGaA, L'Oreal S.A., The Procter & Gamble Company, Kao Corporation, Beiersdorf AG.

#### 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

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Germany hair care products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Kao Corporation

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