

Hair Care Products Market in Latin America 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 Latin America is poised to grow by US\$ 10,492 million during 2021-2027, progressing at a CAGR of 10.1% during the forecast period, according to data and analytics company StrategyHelix. Continuously rising per capita 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 Latin America hair care products market is segmented on the basis of price range, product, distribution channel, and country. By price range, the hair care products market in Latin America has been segmented into prestige product, mass product. According to the research, the mass product segment had the largest share in the hair care products market in Latin America. Based upon product, the hair care products market in Latin America is categorized into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. In 2020, the shampoos segment made up the largest share of revenue generated by the hair care products market. On the basis of distribution channel, the hair care products market in Latin America has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Geographically, the hair care products market in Latin America is segmented into Argentina, Brazil.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. StrategyHelix research indicates that the traditional conditioners segment occupied the largest share of this market in 2020 and is expected to draw the highest demand in coming years. Furthermore, the styling products market has been

categorized into hairsprays, hair mousses, hair gels, and others. In Latin America, the hairsprays segment made up the largest share of the hair care products market. The shampoos market is further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. The standard shampoos segment was the largest contributor to the Latin America hair care products market in 2020.

The Latin America hair care products market is highly competitive. The hair care products market is dominated by key players, which are Alicorp S.A.A., Colgate-Palmolive Company, Devintex Cosméticos Ltda., Genomma Lab Internacional SAB de CV, Godrej Group, Henkel AG & Co. KGaA, L'Oreal S.A., Natura & Co, Phitoteraphia Biofitogenia Laboratorial Biota Ltda., The Procter & Gamble Company, Unilever PLC, Wella 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

Country: Argentina, Brazil

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Latin America 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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Devintex Cosméticos Ltda.
Genomma Lab Internacional SAB de CV
Godrej Group
Henkel AG & Co. KGaA
L'Oreal S.A.
Natura & Co
Phitoterapia Biofitogenia Laboratorial Biota Ltda.
The Procter & Gamble Company
Unilever PLC
Wella AG
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