

Hair Care Products Market in Middle East and Africa 2021

<https://marketpublishers.com/r/H2A2A60B6BC0EN.html>

Date: January 2022

Pages: 20

Price: US\$ 1,650.00 (Single User License)

ID: H2A2A60B6BC0EN

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 Middle East and Africa is poised to grow by US\$ 2,872 million from 2021 to 2027, registering a CAGR of 6.8% 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 Middle East and Africa 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 Middle East and Africa has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Middle East and Africa hair care products market in 2020. Based upon product, the hair care products market in Middle East and Africa is categorized into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. According to the research, the shampoos segment had the largest share in the hair care products market in Middle East and Africa. On the basis of distribution channel, the hair care products market in Middle East and Africa has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In terms of geography, the hair care products market in Middle East and Africa has been segmented into South Africa, United Arab Emirates.

The conditioners market is further segmented into traditional conditioners, and intensive

conditioners. The traditional conditioners segment is estimated to account for the largest share of the hair care products market in Middle East and Africa. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. The hairsprays segment held the largest share of the Middle East and Africa hair care products market in 2020 and is anticipated to hold its share during the forecast period. The shampoos market is further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. In 2020, the standard shampoos segment made up the largest share of revenue generated by the hair care products market.

The Middle East and Africa hair care products market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players Amka Products (Pty) Ltd., Dabur India Limited, Godrej Group, L'Oreal S.A., PZ Cussons Plc, The Procter & Gamble Company, Tiger Consumer Brands Ltd., 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: South Africa, United Arab Emirates

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Middle East and Africa 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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Godrej Group
L'Oreal S.A.
PZ Cussons Plc
The Procter & Gamble Company
Tiger Consumer Brands Ltd.
Unilever PLC
Wella AG
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