

# Hair Care Products Market in North 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. A study by StrategyHelix indicates that the hair care products market in North America is expected to increase by US\$ 3,741 million from 2021 to 2027, garnering a CAGR of 3% 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 North America hair care products market is segmented on the basis of price range, product, distribution channel, and country. Based on price range, the hair care products market in North America is categorized into prestige product, mass product. The mass product segment held the largest share of the North America hair care products market in 2020 and is anticipated to hold its share during the forecast period. On the basis of product, the hair care products market in North America has been segmented into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. In North America, the shampoos segment made up the largest share of the hair care products market. By distribution channel, the hair care products market in North America has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In terms of geography, the hair care products market in North America has been segmented into Canada, USA.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. In 2020, the traditional conditioners segment made up the largest share of revenue generated by the hair care products market. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others.

Among these, the hairsprays segment was accounted for the highest revenue generator in 2020. The shampoos market is further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. The standard shampoos segment captured the largest share of the market in 2020 and is expected to maintain its dominance during the forecast period.

The North America hair care products market is highly competitive. Some of the leading companies operating in the market are John Paul Mitchell Systems Inc., Johnson & Johnson Inc, L'Oreal S.A., Monat Global Corporation, 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: Canada, USA

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the North America hair care products market

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

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. HAIR CARE PRODUCTS MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRICE RANGE**

Prestige product  
Mass product

### **PART 4. MARKET BREAKDOWN BY PRODUCT**

Shampoos  
Hair colorants  
Conditioners  
Perms and relaxants  
Styling products  
Hair loss treatments  
Salon hair care

### **PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 6. MARKET BREAKDOWN BY COUNTRY**

Canada  
USA

### **PART 7. KEY COMPANIES**

John Paul Mitchell Systems, Inc.  
Johnson & Johnson Inc  
L'Oreal S.A.  
Monat Global Corporation  
The Procter & Gamble Company  
Unilever PLC  
Wella AG  
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