

Waterless Personal Care Market Forecasts to 2034 – Global Analysis By Product (Dry Shampoo, Waterless Cleansers, Solid Shampoos, Solid Conditioners, Waterless Body Care and Other Products), Form, Packaging, Distribution Channel, End User, and Geography

<https://marketpublishers.com/r/W829D0C5E120EN.html>

Date: September 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: W829D0C5E120EN

Abstracts

According to Statistics MRC, the Global Waterless Personal Care Market is accounted for \$1.4 billion in 2026 and is expected to reach \$4.3 billion by 2034 growing at a CAGR of 15.1% during the forecast period. Waterless personal care comprises beauty and personal hygiene products formulated with little or no added water to reduce water consumption, product weight, and packaging requirements. These products include solid shampoos, concentrated cleansers, dry formulations, powders, bars, and water-activated personal care products. Waterless formats can improve product concentration, simplify transportation, and reduce packaging and preservation requirements. They are increasingly used across skincare, haircare, oral care, and bathing products. Growing consumer interest in resource-efficient products, sustainable packaging, and low-impact personal care is driving adoption of waterless personal care solutions.

Market Dynamics

Driver:

Growing environmental awareness and water conservation

Rising environmental awareness and increasing concern about water scarcity are driving consumer demand for waterless personal care products that reduce water consumption and environmental impact. Consumers are increasingly seeking sustainable alternatives to traditional water-based products as climate change and

water scarcity concerns intensify across regions. Waterless products offer significant packaging and transportation benefits through reduced weight and volume compared to conventional liquid formulations. The growing zero-waste movement and preference for plastic-free packaging are accelerating adoption of solid and bar formats. Sustainability is becoming a key purchase driver for personal care products.

Restraint:

Consumer habit and formulation adaptation challenges

Consumer habits and expectations regarding product application experience present significant challenges for waterless product adoption across personal care categories. Many consumers are hesitant to transition from familiar liquid formulations to unfamiliar solid or powder formats requiring different application techniques. Formulation of effective waterless products requires significant research and development investment to achieve comparable performance to traditional products. Texture, lather, and sensory experience differences may affect consumer acceptance. Price premiums for waterless products may deter price-sensitive consumers from adoption.

Opportunity:

Innovation in sustainable packaging and formulations

Innovation in sustainable packaging solutions and formulation technologies presents significant opportunities for waterless personal care market expansion across new product categories. Development of refillable packaging systems and compostable materials is enhancing product sustainability credentials and consumer appeal. Advances in formulation enabling waterless products with improved performance and sensory experience are expanding addressable consumer segments. Growing availability of waterless products in mainstream retail channels increases consumer access and awareness. Innovation continues expanding waterless product capabilities across categories.

Threat:

Competition from established liquid formulations

Competition from established liquid formulations with lower prices and wider availability may limit waterless product adoption in mainstream retail channels. Brand loyalty to traditional products may affect consumer willingness to try alternatives. Greenwashing concerns may reduce consumer trust in waterless product marketing claims. Regulatory requirements for product claims may affect marketing capabilities. Economic pressures may lead consumers to prioritize price over sustainability.

Covid-19 Impact:

The COVID-19 pandemic increased focus on hygiene and sustainability, accelerating interest in waterless personal care products that offer convenient hand and body cleaning solutions. Home-based consumption patterns increased trial of waterless products during lockdown periods. The post-pandemic period has witnessed sustained demand for sustainable personal care alternatives. Growing environmental awareness continues driving waterless product adoption. E-commerce channels have facilitated waterless product distribution and discovery.

The dry shampoo segment is expected to be the largest during the forecast period

The dry shampoo segment is expected to account for the largest market share during the forecast period as dry shampoo represents the most established and widely adopted waterless personal care product with significant consumer awareness and acceptance across demographics. Dry shampoo offers convenient hair refresh between washes and is particularly popular among busy consumers and travelers. Growing product innovations in aerosol-free powder and foam formats are expanding application options. Established brand presence and marketing support continue driving dry shampoo dominance. Dry shampoo remains the entry point for many consumers into waterless personal care.

The solid segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the solid segment is predicted to witness the highest growth rate driven by increasing consumer preference for solid format products offering plastic-free packaging and travel convenience. Solid formulations including shampoo bars, conditioner bars, and body cleansing bars eliminate packaging waste and reduce shipping weight. Growing availability of premium solid products from both indie brands and established personal care companies is accelerating adoption. Solid formats are increasingly viewed as desirable alternatives to liquid products. Zero-waste retail channels are expanding solid product availability.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to high consumer awareness of sustainability issues, early adoption of waterless personal care products, and strong presence of premium personal care brands. The United States hosts major waterless product companies with established distribution across retail channels. Strong sustainability culture and wellness trends reinforce regional market leadership. Growing consumer preference for natural and sustainable products drives waterless adoption across the region.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest

CAGR driven by growing consumer awareness of sustainability, rising disposable incomes, and increasing availability of waterless products across retail channels. China, Japan, and South Korea are expanding waterless personal care offerings as sustainability concerns grow among younger consumers. Rapid urbanization and environmental awareness are accelerating market growth across the region. Growing middle class with increasing sustainability consciousness creates substantial market opportunities.

Key players in the market

Some of the key players in the Waterless Personal Care Market include L'Oréal S.A., Unilever PLC, Procter & Gamble Company, Colgate-Palmolive Company, Beiersdorf AG, Kao Corporation, Henkel AG & Co. KGaA, Church & Dwight Co., Inc., Weleda AG, Davines S.p.A., Attitude Inc., Beauty by Earth, Inc., Ethique Limited, Seed Phytonutrients, and HiBAR LLC.

Key Developments:

In May 2025, L'Oréal S.A. launched a new line of waterless personal care products including solid shampoos, conditioners, and body cleansers with plastic-free packaging. The product line responds to growing consumer demand for sustainable personal care alternatives across global markets.

In March 2025, Unilever PLC announced significant expansion of its waterless personal care portfolio with new solid format products and refillable packaging options. The expansion strengthens Unilever's position in the sustainable personal care segment.

Products Covered:

Dry Shampoo

Waterless Cleansers

Solid Shampoos

Solid Conditioners

Waterless Body Care

Other Products

Forms Covered:

Solid

Powder

Bar

Sheet

Concentrate

Other Forms

Packagings Covered:

Paper

Cardboard

Aluminum

Glass

Refillable Packs

Other Packagings

Distribution Channels Covered:

Supermarkets

Specialty Stores

Pharmacies

Online

Direct Sales

Other Distribution Channels

End Users Covered:

Adults

Children

Men

Women

Professional Users

Other End Users

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL WATERLESS PERSONAL CARE MARKET, BY PRODUCT

- 5.1 Dry Shampoo
- 5.2 Waterless Cleansers
- 5.3 Solid Shampoos
- 5.4 Solid Conditioners
- 5.5 Waterless Body Care
- 5.6 Other Products

6 GLOBAL WATERLESS PERSONAL CARE MARKET, BY FORM

- 6.1 Solid
- 6.2 Powder
- 6.3 Bar
- 6.4 Sheet
- 6.5 Concentrate
- 6.6 Other Forms

7 GLOBAL WATERLESS PERSONAL CARE MARKET, BY PACKAGING

- 7.1 Paper
- 7.2 Cardboard
- 7.3 Aluminum
- 7.4 Glass
- 7.5 Refillable Packs
- 7.6 Other Packagings

8 GLOBAL WATERLESS PERSONAL CARE MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Supermarkets
- 8.2 Specialty Stores
- 8.3 Pharmacies
- 8.4 Online
- 8.5 Direct Sales

8.6 Other Distribution Channels

9 GLOBAL WATERLESS PERSONAL CARE MARKET, BY END USER

9.1 Adults

9.2 Children

9.3 Men

9.4 Women

9.5 Professional Users

9.6 Other End Users

10 GLOBAL WATERLESS PERSONAL CARE MARKET, BY GEOGRAPHY

10.1 North America

10.1.1 United States

10.1.2 Canada

10.1.3 Mexico

10.2 Europe

10.2.1 United Kingdom

10.2.2 Germany

10.2.3 France

10.2.4 Italy

10.2.5 Spain

10.2.6 Netherlands

10.2.7 Belgium

10.2.8 Sweden

10.2.9 Switzerland

10.2.10 Poland

10.2.11 Rest of Europe

10.3 Asia Pacific

10.3.1 China

10.3.2 Japan

10.3.3 India

10.3.4 South Korea

10.3.5 Australia

10.3.6 Indonesia

10.3.7 Thailand

10.3.8 Malaysia

10.3.9 Singapore

- 10.3.10 Vietnam
- 10.3.11 Rest of Asia Pacific
- 10.4 South America
 - 10.4.1 Brazil
 - 10.4.2 Argentina
 - 10.4.3 Colombia
 - 10.4.4 Chile
 - 10.4.5 Peru
 - 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
 - 10.5.1 Middle East
 - 10.5.1.1 Saudi Arabia
 - 10.5.1.2 United Arab Emirates
 - 10.5.1.3 Qatar
 - 10.5.1.4 Israel
 - 10.5.1.5 Rest of Middle East
 - 10.5.2 Africa
 - 10.5.2.1 South Africa
 - 10.5.2.2 Egypt
 - 10.5.2.3 Morocco
 - 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 L'Oréal S.A.
- 13.2 Unilever PLC
- 13.3 Procter & Gamble Company
- 13.4 Colgate-Palmolive Company
- 13.5 Beiersdorf AG
- 13.6 Kao Corporation
- 13.7 Henkel AG & Co. KGaA
- 13.8 Church & Dwight Co., Inc.
- 13.9 Weleda AG
- 13.10 Davines S.p.A.
- 13.11 Attitude Inc.
- 13.12 Beauty by Earth, Inc.
- 13.13 Ethique Limited
- 13.14 Seed Phytonutrients
- 13.15 HiBAR LLC

List Of Tables

LIST OF TABLES

Table 1 Global Waterless Personal Care Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Waterless Personal Care Market, By Product (2023–2034) (\$MN)

Table 3 Global Waterless Personal Care Market, By Dry Shampoo (2023–2034) (\$MN)

Table 4 Global Waterless Personal Care Market, By Waterless Cleansers (2023–2034) (\$MN)

Table 5 Global Waterless Personal Care Market, By Solid Shampoos (2023–2034) (\$MN)

Table 6 Global Waterless Personal Care Market, By Solid Conditioners (2023–2034) (\$MN)

Table 7 Global Waterless Personal Care Market, By Waterless Body Care (2023–2034) (\$MN)

Table 8 Global Waterless Personal Care Market, By Other Products (2023–2034) (\$MN)

Table 9 Global Waterless Personal Care Market, By Form (2023–2034) (\$MN)

Table 10 Global Waterless Personal Care Market, By Solid (2023–2034) (\$MN)

Table 11 Global Waterless Personal Care Market, By Powder (2023–2034) (\$MN)

Table 12 Global Waterless Personal Care Market, By Bar (2023–2034) (\$MN)

Table 13 Global Waterless Personal Care Market, By Sheet (2023–2034) (\$MN)

Table 14 Global Waterless Personal Care Market, By Concentrate (2023–2034) (\$MN)

Table 15 Global Waterless Personal Care Market, By Other Forms (2023–2034) (\$MN)

Table 16 Global Waterless Personal Care Market, By Packaging (2023–2034) (\$MN)

Table 17 Global Waterless Personal Care Market, By Paper (2023–2034) (\$MN)

Table 18 Global Waterless Personal Care Market, By Cardboard (2023–2034) (\$MN)

Table 19 Global Waterless Personal Care Market, By Aluminum (2023–2034) (\$MN)

Table 20 Global Waterless Personal Care Market, By Glass (2023–2034) (\$MN)

Table 21 Global Waterless Personal Care Market, By Refillable Packs (2023–2034) (\$MN)

Table 22 Global Waterless Personal Care Market, By Other Packagings (2023–2034) (\$MN)

Table 23 Global Waterless Personal Care Market, By Distribution Channel (2023–2034) (\$MN)

Table 24 Global Waterless Personal Care Market, By Supermarkets (2023–2034) (\$MN)

Table 25 Global Waterless Personal Care Market, By Specialty Stores (2023–2034) (\$MN)

Table 26 Global Waterless Personal Care Market, By Pharmacies (2023–2034) (\$MN)

Table 27 Global Waterless Personal Care Market, By Online (2023–2034) (\$MN)

Table 28 Global Waterless Personal Care Market, By Direct Sales (2023–2034) (\$MN)

Table 29 Global Waterless Personal Care Market, By Other Distribution Channels (2023–2034) (\$MN)

Table 30 Global Waterless Personal Care Market, By End User (2023–2034) (\$MN)

Table 31 Global Waterless Personal Care Market, By Adults (2023–2034) (\$MN)

Table 32 Global Waterless Personal Care Market, By Children (2023–2034) (\$MN)

Table 33 Global Waterless Personal Care Market, By Men (2023–2034) (\$MN)

Table 34 Global Waterless Personal Care Market, By Women (2023–2034) (\$MN)

Table 35 Global Waterless Personal Care Market, By Professional Users (2023–2034) (\$MN)

Table 36 Global Waterless Personal Care Market, By Other End Users (2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

I would like to order

Product name: Waterless Personal Care Market Forecasts to 2034 – Global Analysis By Product (Dry Shampoo, Waterless Cleansers, Solid Shampoos, Solid Conditioners, Waterless Body Care and Other Products), Form, Packaging, Distribution Channel, End User, and Geography

Product link: <https://marketpublishers.com/r/W829D0C5E120EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W829D0C5E120EN.html>