

# **Asia Pacific Hair Mask Market, By Type (Natural, Organic, Synthetic), By Application (Residential, Commercial), By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

Asia Pacific Hair Mask Market was valued at USD 132.81 million in 2024 and is expected to reach USD 187.05 million by 2030 with a CAGR of 5.91% during the forecast period. The Asia Pacific hair mask market is witnessing significant growth, fueled by increasing consumer focus on hair health and beauty. Rising awareness about the benefits of deep conditioning, repair, and nourishment treatments is encouraging adoption among both men and women. Natural and organic formulations are gaining popularity due to growing concerns over chemical-laden products. The expansion of e-commerce platforms and modern retail channels has made hair masks more accessible, while urbanization and changing lifestyles drive demand for at-home and salon-based treatments. Additionally, influencer marketing and social media trends are playing a crucial role in shaping consumer preferences across the region

### Market Drivers

#### Rising Consumer Awareness About Hair Health

One of the primary drivers of the Asia Pacific hair mask market is the growing awareness among consumers regarding hair health and maintenance. In recent years,

Individuals have become more conscious of hair-related issues such as damage from pollution, heat styling, chemical treatments, and nutritional deficiencies. As a result, consumers are actively seeking products that provide deep conditioning, repair, and nourishment. Hair masks, known for their intensive treatment benefits, are increasingly perceived as essential for maintaining strong, healthy, and shiny hair. A 2023 survey revealed that approximately 62% of consumers in Asia Pacific actively look for hair care products that help repair damage and enhance overall health. This heightened awareness is also supported by educational campaigns from brands and media content highlighting the importance of regular hair care routines, including the use of hair masks for repairing split ends, enhancing moisture retention, and preventing breakage. Moreover, urbanization has exposed consumers to a variety of hair care practices, making them more receptive to premium hair treatments.

## Key Market Challenges

### High Price Point of Premium Hair Masks

One of the significant challenges in the Asia Pacific hair mask market is the relatively high cost of premium and specialized products. Many consumers, especially in developing countries within the region, find luxury or high-end hair masks to be expensive compared to basic hair care products. Although these premium products offer advanced formulations, natural or organic ingredients, and targeted benefits, their higher price can limit adoption among price-sensitive consumers. In countries with large populations of middle- and lower-income groups, affordability remains a key barrier. Additionally, while urban consumers are more likely to invest in premium hair care, rural or semi-urban populations often prioritize basic shampoos or conditioners over specialized treatments. The pricing challenge is compounded by the fact that hair masks are typically used less frequently than everyday hair care products, which may lead some consumers to perceive them as a non-essential purchase. Manufacturers must therefore strike a balance between maintaining product quality and offering affordable options to expand their consumer base.

## Key Market Trends

### Rise of At-Home and DIY Hair Treatments

Another notable trend is the increasing adoption of at-home and DIY hair care treatments, including hair masks. Busy lifestyles and the desire for convenience have encouraged consumers to incorporate professional-grade hair care solutions into their

home routines. DIY hair mask kits, pre-mixed formulas, and easy-to-apply treatments are becoming more accessible through e-commerce platforms and modern retail channels. The COVID-19 pandemic further accelerated this trend, as many consumers sought effective hair care solutions without visiting salons. Brands are responding by launching products that are simple to use, require minimal application time, and offer salon-like results at home. This trend is also reinforced by online tutorials, step-by-step guides, and social media content demonstrating at-home hair mask techniques, which help consumers achieve optimal results and encourage repeat usage

### Key Market Players

L'Oréal S.A.

Shiseido Company Limited

Unilever PLC

Henkel AG & Company, KGaA

The Procter & Gamble Company

Johnson & Johnson Services, Inc.

Avalon Natural Products, Inc.

Revlon, Inc.

Kao Corporation

Davines S.p.A.

### Report Scope:

In this report, the Asia Pacific Hair Mask Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Asia Pacific Hair Mask Market, By Type:

Natural

Organic

Synthetic

Asia Pacific Hair Mask Market, By Application:

Residential

Commercial

Asia Pacific Hair Mask Market, By Sales Channel:

Supermarkets/Hypermarkets

Departmental Stores

Online

Others

Asia Pacific Hair Mask Market, By Country:

China

Japan

India

South Korea

Australia

Singapore

Indonesia

Rest of Asia Pacific

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Asia Pacific Hair Mask Market.

## Available Customizations:

Asia Pacific Hair Mask Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. INTRODUCTION**

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Country
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

### **5. ASIA PACIFIC HAIR MASK MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Type (Natural, Organic, Synthetic)

5.2.2. By Application (Residential, Commercial)

5.2.3. By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others)

5.2.4. By Country

5.2.5. By Company (2024)

## 5.3. Market Map

## 6. CHINA HAIR MASK MARKET OUTLOOK

### 6.1. Market Size & Forecast

6.1.1. By Value

### 6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By Application

6.2.3. By Sales Channel

## 7. JAPAN HAIR MASK MARKET OUTLOOK

### 7.1. Market Size & Forecast

7.1.1. By Value

### 7.2. Market Share & Forecast

7.2.1. By Type

7.2.2. By Application

7.2.3. By Sales Channel

## 8. INDIA HAIR MASK MARKET OUTLOOK

### 8.1. Market Size & Forecast

8.1.1. By Value

### 8.2. Market Share & Forecast

8.2.1. By Type

8.2.2. By Application

8.2.3. By Sales Channel

## 9. SOUTH KOREA HAIR MASK MARKET OUTLOOK

### 9.1. Market Size & Forecast

- 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Type
  - 9.2.2. By Application
  - 9.2.3. By Sales Channel

## **10. AUSTRALIA HAIR MASK MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Type
  - 10.2.2. By Application
  - 10.2.3. By Sales Channel

## **11. SINGAPORE HAIR MASK MARKET OUTLOOK**

- 11.1. Market Size & Forecast
  - 11.1.1. By Value
- 11.2. Market Share & Forecast
  - 11.2.1. By Type
  - 11.2.2. By Application
  - 11.2.3. By Sales Channel

## **12. INDONESIA HAIR MASK MARKET OUTLOOK**

- 12.1. Market Size & Forecast
  - 12.1.1. By Value
- 12.2. Market Share & Forecast
  - 12.2.1. By Type
  - 12.2.2. By Application
  - 12.2.3. By Sales Channel

## **13. MARKET DYNAMICS**

- 13.1. Drivers
- 13.2. Challenges

## **14. MARKET TRENDS & DEVELOPMENTS**

- 14.1. Merger & Acquisition (If Any)
- 14.2. Product Launches (If Any)
- 14.3. Recent Developments

## **15. PORTERS FIVE FORCES ANALYSIS**

- 15.1. Competition in the Industry
- 15.2. Potential of New Entrants
- 15.3. Power of Suppliers
- 15.4. Power of Customers
- 15.5. Threat of Substitute Products

## **16. COMPETITIVE LANDSCAPE**

- 16.1. Company Profiles
  - 16.1.1. L'Oréal S.A.
    - 16.1.1.1. Business Overview
    - 16.1.1.2. Company Snapshot
    - 16.1.1.3. Products & Services
    - 16.1.1.4. Financials (As Per Availability)
    - 16.1.1.5. Key Market Focus & Geographical Presence
    - 16.1.1.6. Recent Developments
    - 16.1.1.7. Key Management Personnel
  - 16.1.2. Shiseido Company Limited
  - 16.1.3. Unilever PLC
  - 16.1.4. Henkel AG & Company, KGaA
  - 16.1.5. The Procter & Gamble Company
  - 16.1.6. Johnson & Johnson Services, Inc.
  - 16.1.7. Avalon Natural Products, Inc.
  - 16.1.8. Revlon, Inc.
  - 16.1.9. Kao Corporation
  - 16.1.10. Davines S.p.A.

## **17. STRATEGIC RECOMMENDATIONS**

## **18. ABOUT US & DISCLAIMER**

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