

Europe Hair Care Market, By Product Type (Shampoo, Conditioner, Hair Loss Treatment Products, Hair Colorants, Hair Styling Products, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Pharmacies/Drug Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

Europe Hair Care Market was valued at USD 21.34 Billion in 2024 and is expected to reach USD 25.60 Billion by 2030 with a CAGR of 3.17% during the forecast period. Consumer demand for quality life in Europe creates a promising market for innovative hair care product launches. Additionally, the rise of veganism across various European regions, including Germany, has boosted the demand for organic, vegan hair care solutions. Brands like XMONDO, Verb, and Sun Bum are offering vegan and cruelty-free hair care options in the region. Hair care products, especially hair oils, are particularly popular among women of all age groups in Europe. In the United Kingdom, the use of hair oils has notably increased due to growing awareness of their benefits.

The cosmetics and personal care industry in Europe supports over 3.5 million jobs when considering direct, indirect, and induced economic activities. In 2023, more than 259,244 individuals were directly employed, while an additional 2.68 million worked indirectly within the cosmetics value chain. Valued at €96 billion in retail sales in 2023, Europe stands as a leading global market for cosmetics and personal care products. The largest national markets in Europe for these products include Germany (€15.9 billion), France (€13.7 billion), Italy (€12.5 billion), the UK (€11.0 billion), Spain (€10.4

billion), and Poland (€5.2 billion).

Market Drivers

Rising Demand for Natural and Organic Products

In recent years, European consumers have shown a strong preference for natural and organic hair care products. This shift is largely driven by increasing health consciousness and environmental awareness. Consumers are actively avoiding products that contain harmful chemicals such as parabens, sulfates, and synthetic fragrances. Instead, they are seeking out alternatives that use plant-based ingredients, essential oils, and herbal extracts. The rise of clean beauty trends has encouraged both established brands and new market entrants to innovate and launch eco-friendly products. Brands like Garnier, L'Oréal, and Aveda have introduced sulfate-free shampoos, biodegradable packaging, and cruelty-free formulations to attract environmentally conscious buyers. Additionally, the European Union has some of the world's strictest regulations on cosmetic products, which aligns well with the rising consumer demand for safe and non-toxic ingredients. This regulatory environment supports the growth of the natural hair care segment by enforcing high standards and transparency. The demand is especially notable in countries such as Germany, France, and the UK, where wellness and sustainability are key consumer values. This trend is expected to continue as more consumers prioritize health and eco-conscious lifestyles. With increasing access to information through social media and online reviews, buyers are becoming more informed and selective.

Key Market Challenges

Market Saturation and Intense Competition

One of the most pressing challenges in the Europe hair care market is saturation. The market is flooded with a wide array of products, ranging from shampoos and conditioners to specialized treatments and styling items. Both global giants like L'Oréal, Unilever, and Procter & Gamble, as well as local and niche brands, are competing fiercely for consumer attention and shelf space. This saturation has led to a highly competitive environment where gaining market share requires significant marketing investment, continuous innovation, and brand differentiation. New product launches are frequent, making it difficult for brands to sustain consumer loyalty unless they consistently deliver value and innovation. As a result, companies face increasing pressure to reduce prices or offer promotions, which can erode profit margins. The

competitive landscape also makes it harder for emerging or smaller brands to scale, especially without the marketing budgets and distribution networks of the larger players. Moreover, consumer preferences are rapidly shifting, influenced by trends in natural beauty, personalization, and sustainability. Brands must remain agile and adaptive to these trends or risk becoming obsolete. However, constant product reformulation or rebranding adds to operational costs and complexity.

Key Market Trends

Personalization and Customized Hair Care Solutions

One of the most prominent trends in the European hair care market is the shift toward personalized and customized products. Consumers increasingly expect brands to cater to their individual hair needs, which vary based on hair type, texture, color treatment, scalp condition, and lifestyle. This demand for bespoke solutions has given rise to tailored hair care regimes, often powered by digital tools and data analytics. Brands are now offering online quizzes, in-store consultations, and AI-based diagnostic tools to assess consumer hair profiles and recommend specific product combinations. Some companies even produce customized formulations on demand, using customer-submitted data to create unique blends of shampoos, conditioners, and treatments. This trend is particularly appealing to younger consumers who value individualism, and it reflects a broader movement in beauty toward hyper-personalization. It also boosts consumer loyalty, as users who receive effective, tailored results are more likely to repurchase. Personalization aligns with digital transformation in the beauty sector, enabling direct-to-consumer (DTC) brands to gather real-time feedback and refine offerings quickly. However, the challenge lies in balancing scale with customization, as the cost of bespoke production and logistics can be high.

Key Market Players

Procter & Gamble Company

L'Oréal S.A.

Henkel AG & Co. KGaA

Shiseido Company, Limited

Natura & Co

Kao Corporation

Unilever PLC

Johnson & Johnson

John Paul Mitchell Systems

Niche Beauty Lab

Report Scope:

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

Europe Hair Care Market, By Product Type:

Shampoo

Conditioner

Hair Loss Treatment Products

Hair Colorants

Hair Styling Products

Others

Europe Hair Care Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Specialty Stores

Pharmacies/Drug Stores

Online

Others

Europe Hair Care Market, By Country:

Germany

United Kingdom

France

Italy

Spain

Rest of Europe

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Europe Hair Care Market.

Available Customizations:

Europe Hair Care 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. Product 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 Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

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

5. EUROPE HAIR CARE MARKET OUTLOOK

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

5.2. Market Share & Forecast

5.2.1. By Product Type (Shampoo, Conditioner, Hair Loss Treatment Products, Hair Colorants, Hair Styling Products, Others)

5.2.2. By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Pharmacies/Drug Stores, Online, Others)

5.2.3. By Country

5.2.4. By Company (2024)

5.3. Market Map

6. GERMANY HAIR CARE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Sales Channel

7. UNITED KINGDOM HAIR CARE MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Sales Channel

8. ITALY HAIR CARE MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Sales Channel

9. FRANCE HAIR CARE MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Sales Channel

10. SPAIN HAIR CARE MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Product Type

10.2.2. By Sales Channel

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. PORTERS FIVE FORCES ANALYSIS

13.1. Competition in the Industry

13.2. Potential of New Entrants

13.3. Power of Suppliers

13.4. Power of Customers

13.5. Threat of Substitute Products

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles

14.1.1. Procter & Gamble Company

14.1.1.1. Business Overview

14.1.1.2. Company Snapshot

14.1.1.3. Products & Services

14.1.1.4. Financials (As Per Availability)

14.1.1.5. Key Market Focus & Geographical Presence

14.1.1.6. Recent Developments

- 14.1.1.7. Key Management Personnel
- 14.1.2. L'Oréal S.A.
- 14.1.3. Henkel AG & Co. KGaA
- 14.1.4. Shiseido Company, Limited
- 14.1.5. Natura & Co
- 14.1.6. Kao Corporation
- 14.1.7. Unilever PLC
- 14.1.8. Johnson & Johnson
- 14.1.9. John Paul Mitchell Systems
- 14.1.10. Niche Beauty Lab

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

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