

# **Hair Care Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Shampoo, Colorant, Conditioner, Hair Oil, Hair Gel & Wax, Others (Hair Spray, Masks, Serum, etc.)), By Distribution Channel (Supermarket/Hypermarket, Grocery/Department Store, Specialty Store, Online, Salon/Parlor, Others), By Region, By Competition, 2019-2029F**

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## **Abstracts**

Global Hair Care Market was valued at USD 45.24 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 4.10% through 2029. The global hair care market is a dynamic and thriving industry that encompasses a wide range of products and services designed to address the diverse needs and preferences of consumers worldwide. The market was experiencing steady growth, driven by factors such as increasing awareness of personal grooming, changing lifestyle trends, and a growing emphasis on hair health.

Key segments within the global hair care market include shampoos, conditioners, hair styling products, hair colorants, and hair treatments. The market is characterized by a mix of established multinational brands and an influx of innovative products from emerging players. Natural and organic hair care products gained popularity as consumers became more conscious of ingredient transparency and sustainability.

Regional variations in hair care preferences, cultural influences, and economic factors contribute to the market's diversity. E-commerce channels have played a significant role in the market's expansion, offering consumers convenient access to a wide array of

products and facilitating the rise of direct-to-consumer brands.

The industry's future is expected to be shaped by ongoing advancements in product formulations, increased demand for personalized solutions, and a growing focus on inclusivity and diversity in marketing and product offerings. As the global population continues to prioritize self-care and grooming routines, the hair care market is poised for continued evolution and innovation.

## Key Market Drivers

### Increasing Awareness of Personal Grooming and Appearance

The rising awareness of personal grooming and appearance has been a significant driver for the global hair care market. As societies become more image-conscious and individuals increasingly focus on self-presentation, the demand for hair care products has witnessed a substantial surge. Consumers across various demographics are seeking products that not only maintain hair health but also cater to styling and aesthetic preferences.

The desire for well-groomed and styled hair has led to an expansion in the variety of hair care products available in the market, including shampoos, conditioners, hair serums, styling gels, and colorants. Additionally, the influence of social media and celebrity culture has played a pivotal role in shaping beauty standards, encouraging individuals to invest in products that enhance the overall quality and appearance of their hair.

Companies in the hair care market often leverage marketing strategies that emphasize the transformative effects of their products, creating a sense of empowerment and confidence among consumers. The increasing emphasis on personal grooming as a form of self-expression contributes significantly to the sustained growth of the global hair care industry.

### Technological Advancements in Product Formulations

Technological innovations in product formulations have been a driving force behind the evolution of the hair care market. Research and development efforts within the industry have led to the creation of advanced formulations that address specific hair concerns, providing solutions for issues such as damage, frizz, and hair loss. These innovations often incorporate scientific breakthroughs, such as the use of novel ingredients,

advanced delivery systems, and the development of sustainable and natural formulations.

For example, the integration of biotechnology in hair care has allowed for the creation of products with enhanced efficacy and minimal environmental impact. Ingredients like peptides, stem cells, and botanical extracts have become increasingly prevalent in hair care formulations, offering benefits like improved hair strength, increased volume, and reduced breakage.

Moreover, the development of specialized products for diverse hair types, textures, and conditions has become a key trend. Customized formulations catering to specific needs, such as curly hair care, color-treated hair care, and products designed for different ethnic hair types, have gained popularity. Technological advancements not only drive innovation in product development but also contribute to the overall growth and competitiveness of the global hair care market.

### E-commerce and Digital Transformation

The growth of e-commerce and digital platforms has transformed the way consumers discover, purchase, and engage with hair care products. The convenience of online shopping, coupled with the availability of a vast array of products, has significantly impacted the global hair care market. E-commerce channels provide consumers with easy access to a diverse range of brands and products, enabling them to make informed choices based on reviews, recommendations, and online content.

Direct-to-consumer (DTC) brands, fueled by the digital revolution, have emerged as strong players in the market. These brands often leverage social media platforms and online marketing to establish a direct connection with consumers, creating a more personalized and engaging shopping experience. The shift to online retail has also facilitated the growth of subscription models and customization options, allowing consumers to tailor their hair care routines according to their preferences and needs.

Digital platforms not only serve as sales channels but also as spaces for education and community-building. Brands use online content, tutorials, and user-generated content to educate consumers about hair care practices and product usage. The combination of e-commerce and digital strategies has opened up new avenues for market players to reach a global audience and adapt to changing consumer behaviors.

### Increasing Focus on Health and Wellness

The growing emphasis on health and wellness has extended beyond nutritional choices to include personal care routines, including hair care. Consumers are increasingly seeking products that align with their overall well-being, emphasizing ingredients that are perceived as natural, sustainable, and beneficial for hair health.

This shift towards healthier and more sustainable options has led to the rise of natural and organic hair care products. Consumers are scrutinizing ingredient lists, avoiding products with harsh chemicals, sulfates, and parabens, and opting for formulations that include botanical extracts, essential oils, and other natural elements. This trend is closely linked to the broader movement towards clean beauty and environmentally conscious consumerism.

Brands that prioritize transparency in their ingredient sourcing and manufacturing processes stand to benefit from this consumer focus on health and wellness. Marketing messages often highlight the nourishing and rejuvenating properties of natural ingredients, appealing to those who prioritize holistic well-being.

Overall, the convergence of health-conscious consumer preferences with hair care products has fueled the development of a new generation of formulations that prioritize both efficacy and safety. The intersection of beauty and wellness has become a powerful driver shaping the global hair care market.

In conclusion, the global hair care market is influenced by a combination of factors, ranging from shifting consumer preferences to technological advancements and changes in retail dynamics. These drivers collectively contribute to the industry's growth, creating a landscape that is responsive to evolving trends and demands. As the market continues to evolve, it is likely that additional drivers will emerge, further shaping the future trajectory of the global hair care industry.

## Key Market Challenges

### Sustainability and Environmental Concerns

One of the significant challenges facing the hair care market is the increasing scrutiny on sustainability and environmental impact. Consumers are becoming more conscientious about the ecological footprint of the products they use, and this has prompted a shift in preferences towards sustainable and eco-friendly options.

Traditional hair care products often contain ingredients, packaging materials, and manufacturing processes that contribute to environmental degradation. Issues such as excessive water usage, plastic waste, and the use of harmful chemicals have raised concerns among environmentally conscious consumers. Meeting the demand for sustainable practices, ingredients, and packaging without compromising product efficacy poses a challenge for many hair care brands.

Companies are responding by exploring eco-friendly packaging alternatives, adopting water-efficient manufacturing processes, and reformulating products to reduce their environmental impact. However, achieving a balance between sustainability and product performance remains an ongoing challenge, particularly in an industry where consumer expectations for immediate and visible results are high.

### Intense Market Competition

The global hair care market is highly competitive, with numerous established brands and an influx of new entrants vying for consumer attention. This intense competition poses challenges for both well-established companies and emerging players looking to carve a niche in the market.

Established brands often face the challenge of maintaining consumer loyalty in the face of new and innovative products. On the other hand, emerging brands struggle to build brand recognition and trust in a market saturated with choices. The competition is not only limited to product efficacy but also extends to marketing strategies, pricing, and the ability to adapt to evolving consumer preferences.

Constant innovation and differentiation are crucial for companies to stand out in a crowded market. Brands need to invest in research and development, understand changing consumer needs, and effectively communicate the unique value propositions of their products to remain competitive. Additionally, the challenge of counterfeiting and the proliferation of substandard products in the market further complicates the competitive landscape.

### Changing Consumer Preferences and Trends

The hair care market is heavily influenced by ever-changing consumer preferences, beauty trends, and cultural shifts. Keeping up with these dynamic trends presents a significant challenge for companies operating in the industry. Preferences for certain ingredients, product formats, and packaging designs can change rapidly, requiring

brands to adapt quickly to stay relevant.

For example, the rising demand for natural and organic products has prompted a shift away from traditional formulations containing synthetic chemicals. Additionally, trends in hairstyles and hair colors can influence the demand for specific product categories, such as color-protecting shampoos and styling products.

The challenge for companies lies in accurately anticipating and responding to these shifts in consumer preferences. Investing in market research, staying agile in product development, and maintaining a strong feedback loop with consumers are essential strategies to navigate the challenges posed by changing trends.

### Regulatory Compliance and Ingredient Safety

The hair care industry is subject to stringent regulations related to product safety, labeling, and ingredient restrictions. Compliance with these regulations, which can vary across regions, poses a challenge for companies operating in the global market. Regulatory changes or the introduction of new guidelines can impact product formulations and manufacturing processes.

In recent years, there has been an increased focus on ingredient transparency, with consumers demanding clear information about the components of hair care products. This places additional pressure on manufacturers to ensure the safety and efficacy of their formulations while meeting regulatory requirements and addressing consumer concerns.

Ingredient safety is a crucial aspect of regulatory compliance. The industry faces challenges related to potential health risks associated with certain chemicals used in hair care products. Companies must continually assess and reformulate their products to align with emerging safety standards and consumer expectations.

In conclusion, the global hair care market, while experiencing growth, must navigate challenges related to sustainability, competition, changing consumer preferences, and regulatory compliance. Companies that successfully address these challenges through innovation, transparency, and strategic adaptation are better positioned to thrive in this dynamic and evolving industry. As the market continues to evolve, overcoming these challenges will be essential for sustained success and relevance in the global hair care landscape.



## Key Market Trends

### Rise of Natural and Clean Beauty Products

The global hair care market has witnessed a significant shift towards natural and clean beauty products. Consumers are increasingly concerned about the ingredients in their hair care products, leading to a demand for formulations that are free from harsh chemicals, sulfates, parabens, and other synthetic additives. This trend is part of a broader movement towards clean beauty, where transparency in ingredient sourcing and sustainable practices are highly valued.

Natural ingredients such as botanical extracts, essential oils, and plant-based proteins are gaining prominence in hair care formulations. Brands are capitalizing on the perceived benefits of these natural ingredients, emphasizing nourishment, hydration, and overall hair health. Additionally, clean beauty certifications and labels are being used to assure consumers of the purity and safety of the products they choose.

As consumers become more discerning about the impact of their purchases on their health and the environment, the demand for natural and clean beauty hair care products is expected to continue to rise.

### Customization and Personalization

The trend towards customization and personalization is transforming the global hair care market. Consumers are seeking products tailored to their specific hair types, concerns, and styling preferences. This shift is driven by a desire for more individualized solutions that address unique hair care needs.

Brands are responding by offering personalized formulations based on factors such as hair texture, thickness, and specific concerns like color protection or damage repair. Technology plays a key role in this trend, with some companies leveraging data analytics and artificial intelligence to provide personalized recommendations for consumers.

Customization extends beyond product formulations to include personalized packaging, scents, and even the creation of at-home hair care routines. As consumers continue to prioritize products that cater to their individual needs, the trend of customization and personalization is likely to shape the future of the global hair care market.

## Digital Transformation and E-commerce Dominance

The digital transformation of the retail landscape has had a profound impact on the global hair care market. E-commerce platforms have become dominant channels for purchasing hair care products, offering consumers a convenient and diverse array of options. Direct-to-consumer (DTC) brands, in particular, have thrived in this digital landscape, leveraging social media, influencer marketing, and online platforms to connect directly with consumers.

Online retail not only provides a wide range of product choices but also facilitates easy access to reviews, tutorials, and educational content. This digital engagement allows brands to build stronger connections with their customer base and gather valuable feedback. Subscription models and auto-replenishment services are also gaining popularity, enhancing the convenience and continuity of the consumer experience.

As the digital landscape continues to evolve, the integration of augmented reality (AR) and virtual reality (VR) technologies for virtual try-ons and product simulations is likely to become more prevalent. The convenience and personalized experiences offered by e-commerce platforms are expected to play a crucial role in shaping the future of the global hair care market.

## Innovation in Sustainable Packaging

Sustainability has become a driving force in the global hair care market, with an increasing focus on environmentally friendly packaging. Consumers are becoming more conscious of the environmental impact of product packaging, leading to a demand for sustainable and recyclable materials.

Brands are responding by incorporating innovative and eco-friendly packaging solutions. This includes the use of recycled materials, biodegradable packaging, and refillable options to reduce overall waste. Additionally, some companies are exploring packaging designs that minimize the use of plastic and embrace a more circular approach to product lifecycles.

Sustainability in packaging is not only a response to consumer demand but also a strategic move by brands to align with broader environmental initiatives and reduce their carbon footprint. As sustainability continues to be a key consideration for consumers, innovative and eco-friendly packaging trends are likely to shape the future landscape of the global hair care market.



In conclusion, the global hair care market is dynamic, and trends such as the rise of natural products, customization, digital transformation, and sustainable packaging are influencing consumer choices and industry dynamics. As the market evolves, staying attuned to these trends will be crucial for companies seeking to remain competitive and meet the ever-changing demands of consumers.

## Segmental Insights

### Type Insights

Conditioner is experiencing substantial growth in the global hair care market as consumers increasingly prioritize hair health and quality. The demand for conditioner is fueled by a growing awareness of the benefits it offers, such as improved moisture retention, enhanced manageability, and reduced damage. As individuals seek to address issues like dryness, frizz, and split ends, conditioners have become a crucial component of daily hair care routines. Moreover, innovation in conditioner formulations, including natural ingredients, targeted treatments, and eco-friendly options, further contributes to its popularity. The market's evolution reflects a shift towards holistic hair care, emphasizing not only cleansing but also nourishing and protecting hair. With customization options and diverse product offerings, the conditioner segment is positioned for continued growth in meeting the evolving needs and preferences of consumers worldwide.

### Distribution Channel Insights

Online sales are experiencing robust growth in the global hair care market as consumers increasingly turn to digital platforms for their purchasing needs. The convenience and accessibility offered by e-commerce channels have fueled this upward trend, allowing consumers to browse, compare, and purchase a diverse range of hair care products with ease. Direct-to-consumer (DTC) brands leverage online platforms to establish direct connections with customers, utilizing social media and influencer marketing to enhance brand visibility. The shift towards online sales is driven by the digital transformation of the retail landscape, providing consumers with a wealth of product information, reviews, and personalized recommendations. As e-commerce dominance continues to rise, the global hair care market is witnessing a significant transformation in the way products are marketed, sold, and consumed.

### Regional Insights

Asia Pacific stands as the largest market in the global hair care industry, reflecting its significant influence on the beauty and personal care landscape. The region's dominance is attributed to its vast population, diverse hair types, and cultural emphasis on grooming. Countries like China, India, Japan, and South Korea are key contributors to the robust growth, driven by increasing disposable incomes, changing lifestyles, and a growing awareness of hair care products. The demand for a wide array of hair care solutions, including shampoos, conditioners, and styling products, continues to surge. Furthermore, the beauty standards prevalent in the region, coupled with the popularity of beauty and wellness trends, contribute to the sustained expansion of the Asia Pacific hair care market, making it a pivotal player on the global stage.

### Key Market Players

Shiseido Company, Limited

Johnson Johnson Services, Inc.

Unilever

Amway Corp.

Oriflame Cosmetics AG

Procter Gamble Co.

L'Oreal SA

Revlon Inc.

Kao Corporation

Beiersdorf AG

### Report Scope:

In this report, the global hair care market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Hair Care Market,By Type:

- oShampoo

- oColorant

- oConditioner

- oHair Oil

- oHair Gel Wax

- oOthers

### Hair Care Market,By Distribution Channel:

- oSupermarket/Hypermarket

- oGrocery/Department Store

- oSpecialty Store

- oOnline

- oSalon/Parlor

- oOthers

### Hair Care Market, By Region:

- oNorth America

  - United States

  - Canada

  - Mexico

**oEurope**

France

United Kingdom

Italy

Germany

Spain

**oAsia-Pacific**

China

India

Japan

Australia

South Korea

Indonesia

**oMiddle East Africa**

South Africa

Saudi Arabia

UAE

Turkey

oSouth America

Argentina

Colombia

Brazil

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Hair Care market.

Available Customizations:

Global Hair Care Market report with the given market data, Tech Sci 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.Objective of the Study
- 2.2.Baseline Methodology
- 2.3.Key Industry Partners
- 2.4.Major Association and Secondary Sources
- 2.5.Forecasting Methodology
- 2.6.Data Triangulation Validation
- 2.7.Assumptions and Limitations

### **3.EXECUTIVE SUMMARY**

- 3.1.
- 3.2.Market Forecast
- 3.3.Key Regions
- 3.4.Key Segments

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

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

### **5.GLOBAL HAIR CARE MARKET OUTLOOK**

- 5.1.Market Size Forecast
  - 5.1.1.By Value
- 5.2.Market Share Forecast
  - 5.2.1.By Type Market Share Analysis (Shampoo, Colorant, Conditioner, Hair Oil, Hair Gel Wax, Others (Hair Spray, Masks, Serum, etc.))



5.2.2.By Distribution Channel Market Share Analysis (Supermarket/Hypermarket, Grocery/Department Store, Specialty Store, Online, Salon/Parlor, Others)

5.2.3.By Regional Market Share Analysis

5.2.3.1.North America Market Share Analysis

5.2.3.2.Europe Market Share Analysis

5.2.3.3.Asia-Pacific Market Share Analysis

5.2.3.4.Middle East Africa Market Share Analysis

5.2.3.5.South America Market Share Analysis

5.2.4.By Top 5 CompaniesMarketShare Analysis, Others (2023)

5.3.Global Hair Care Market Mapping Opportunity Assessment

5.3.1.By Type MarketMapping Opportunity Assessment

5.3.2.By Distribution Channel MarketMapping Opportunity Assessment

5.3.3.By RegionalMarketMapping Opportunity Assessment

## **6.NORTH AMERICA HAIR CARE MARKET OUTLOOK**

6.1.Market Size Forecast

6.1.1.By Value

6.2.Market Share Forecast

6.2.1.By Type MarketShare Analysis

6.2.2.By Distribution Channel MarketShare Analysis

6.2.3.By Country Market Share Analysis

6.2.3.1.United States Hair Care Market Outlook

6.2.3.1.1.Market Size Forecast

6.2.3.1.1.1.By Value

6.2.3.1.2.Market Share Forecast

6.2.3.1.2.1.By Type MarketShare Analysis

6.2.3.1.2.2.By Distribution Channel MarketShare Analysis

6.2.3.2.Canada Hair Care Market Outlook

6.2.3.2.1.Market Size Forecast

6.2.3.2.1.1.By Value

6.2.3.2.2.Market Share Forecast

6.2.3.2.2.1.By Type MarketShare Analysis

6.2.3.2.2.2.By Distribution Channel MarketShare Analysis

6.2.3.3.Mexico Hair Care Market Outlook

6.2.3.3.1.Market Size Forecast

6.2.3.3.1.1.By Value

6.2.3.3.2.Market Share Forecast

6.2.3.3.2.1.By Type MarketShare Analysis

#### 6.2.3.3.2.2.By Distribution Channel MarketShare Analysis

## 7.EUROPE HAIR CARE MARKET OUTLOOK

### 7.1.Market Size Forecast

#### 7.1.1.By Value

### 7.2.Market Share Forecast

#### 7.2.1.By Type MarketShare Analysis

#### 7.2.2.By Distribution Channel MarketShare Analysis

#### 7.2.3.By Country Market Share Analysis

##### 7.2.3.1.France Hair Care Market Outlook

###### 7.2.3.1.1.Market Size Forecast

###### 7.2.3.1.1.1.By Value

###### 7.2.3.1.2.Market Share Forecast

###### 7.2.3.1.2.1.By Type MarketShare Analysis

###### 7.2.3.1.2.2.By Distribution Channel MarketShare Analysis

##### 7.2.3.2.United Kingdom Hair Care Market Outlook

###### 7.2.3.2.1.Market Size Forecast

###### 7.2.3.2.1.1.By Value

###### 7.2.3.2.2.Market Share Forecast

###### 7.2.3.2.2.1.By Type MarketShare Analysis

###### 7.2.3.2.2.2.By Distribution Channel MarketShare Analysis

##### 7.2.3.3.Italy Hair Care Market Outlook

###### 7.2.3.3.1.Market Size Forecast

###### 7.2.3.3.1.1.By Value

###### 7.2.3.3.2.Market Share Forecast

###### 7.2.3.3.2.1.By Type MarketShare Analysis

###### 7.2.3.3.2.2.By Distribution Channel MarketShare Analysis

##### 7.2.3.4.Germany Hair Care Market Outlook

###### 7.2.3.4.1.Market Size Forecast

###### 7.2.3.4.1.1.By Value

###### 7.2.3.4.2.Market Share Forecast

###### 7.2.3.4.2.1.By Type MarketShare Analysis

###### 7.2.3.4.2.2.By Distribution Channel MarketShare Analysis

##### 7.2.3.5.Spain Hair Care Market Outlook

###### 7.2.3.5.1.Market Size Forecast

###### 7.2.3.5.1.1.By Value

###### 7.2.3.5.2.Market Share Forecast

###### 7.2.3.5.2.1.By Type MarketShare Analysis

7.2.3.5.2.2.By Distribution Channel MarketShare Analysis

## **8.ASIA-PACIFIC HAIR CARE MARKET OUTLOOK**

8.1.Market Size Forecast

8.1.1.By Value

8.2.Market Share Forecast

8.2.1.By Type MarketShare Analysis

8.2.2.By Distribution Channel MarketShare Analysis

8.2.3.By Country Market Share Analysis

8.2.3.1.China Hair Care Market Outlook

8.2.3.1.1.Market Size Forecast

8.2.3.1.1.1.By Value

8.2.3.1.2.Market Share Forecast

8.2.3.1.2.1.By Type MarketShare Analysis

8.2.3.1.2.2.By Distribution Channel MarketShare Analysis

8.2.3.2.India Hair Care Market Outlook

8.2.3.2.1.Market Size Forecast

8.2.3.2.1.1.By Value

8.2.3.2.2.Market Share Forecast

8.2.3.2.2.1.By Type MarketShare Analysis

8.2.3.2.2.2.By Distribution Channel MarketShare Analysis

8.2.3.3.Japan Hair Care Market Outlook

8.2.3.3.1.Market Size Forecast

8.2.3.3.1.1.By Value

8.2.3.3.2.Market Share Forecast

8.2.3.3.2.1.By Type MarketShare Analysis

8.2.3.3.2.2.By Distribution Channel MarketShare Analysis

8.2.3.4.Australia Hair Care Market Outlook

8.2.3.4.1.Market Size Forecast

8.2.3.4.1.1.By Value

8.2.3.4.2.Market Share Forecast

8.2.3.4.2.1.By Type MarketShare Analysis

8.2.3.4.2.2.By Distribution Channel MarketShare Analysis

8.2.3.5.South Korea Hair Care Market Outlook

8.2.3.5.1.Market Size Forecast

8.2.3.5.1.1.By Value

8.2.3.5.2.Market Share Forecast

8.2.3.5.2.1.By Type MarketShare Analysis

- 8.2.3.5.2.2.By Distribution Channel MarketShare Analysis
- 8.2.3.6.Indonesia Hair Care Market Outlook
  - 8.2.3.6.1.Market Size Forecast
    - 8.2.3.6.1.1.By Value
  - 8.2.3.6.2.Market Share Forecast
    - 8.2.3.6.2.1.By Type MarketShare Analysis
    - 8.2.3.6.2.2.By Distribution Channel MarketShare Analysis

## **9.MIDDLE EAST AFRICA HAIR CARE MARKET OUTLOOK**

- 9.1.Market Size Forecast
  - 9.1.1.By Value
- 9.2.Market Share Forecast
  - 9.2.1.By Type MarketShare Analysis
  - 9.2.2.By Distribution Channel MarketShare Analysis
  - 9.2.3.By Country Market Share Analysis
    - 9.2.3.1.South Africa Hair Care Market Outlook
      - 9.2.3.1.1.Market Size Forecast
        - 9.2.3.1.1.1.By Value
      - 9.2.3.1.2.Market Share Forecast
        - 9.2.3.1.2.1.By Type MarketShare Analysis
        - 9.2.3.1.2.2.By Distribution Channel MarketShare Analysis
    - 9.2.3.2.Saudi Arabia Hair Care Market Outlook
      - 9.2.3.2.1.Market Size Forecast
        - 9.2.3.2.1.1.By Value
      - 9.2.3.2.2.Market Share Forecast
        - 9.2.3.2.2.1.By Type MarketShare Analysis
        - 9.2.3.2.2.2.By Distribution Channel MarketShare Analysis
    - 9.2.3.3.UAE Hair Care Market Outlook
      - 9.2.3.3.1.Market Size Forecast
        - 9.2.3.3.1.1.By Value
      - 9.2.3.3.2.Market Share Forecast
        - 9.2.3.3.2.1.By Type MarketShare Analysis
        - 9.2.3.3.2.2.By Distribution Channel MarketShare Analysis
    - 9.2.3.4.Turkey Hair Care Market Outlook
      - 9.2.3.4.1.Market Size Forecast
        - 9.2.3.4.1.1.By Value
      - 9.2.3.4.2.Market Share Forecast
        - 9.2.3.4.2.1.By Type MarketShare Analysis

9.2.3.4.2.2.By Distribution Channel MarketShare Analysis

## **10.SOUTH AMERICA HAIR CARE MARKET OUTLOOK**

10.1.Market Size Forecast

10.1.1.By Value

10.2.Market Share Forecast

10.2.1.By Type MarketShare Analysis

10.2.2.By Distribution Channel MarketShare Analysis

10.2.3.By Country Market Share Analysis

10.2.3.1.Argentina Hair Care Market Outlook

10.2.3.1.1.Market Size Forecast

10.2.3.1.1.1.By Value

10.2.3.1.2.Market Share Forecast

10.2.3.1.2.1.By Type MarketShare Analysis

10.2.3.1.2.2.By Distribution Channel MarketShare Analysis

10.2.3.2.Colombia Hair Care Market Outlook

10.2.3.2.1.Market Size Forecast

10.2.3.2.1.1.By Value

10.2.3.2.2.Market Share Forecast

10.2.3.2.2.1.By Type MarketShare Analysis

10.2.3.2.2.2.By Distribution Channel MarketShare Analysis

10.2.3.3.Brazil Hair Care Market Outlook

10.2.3.3.1.Market Size Forecast

10.2.3.3.1.1.By Value

10.2.3.3.2.Market Share Forecast

10.2.3.3.2.1.By Type MarketShare Analysis

10.2.3.3.2.2.By Distribution Channel MarketShare Analysis

## **11.MARKET DYNAMICS**

11.1.Drivers

11.2.Challenges

## **12.IMPACT OF COVID-19 ON GLOBAL HAIR CARE MARKET**

12.1.Impact Assessment Model

12.1.1.Key Segments Impacted

12.1.2.Key Regional Impacted

12.1.3.Key Countries Impacted

## **13.MARKET TRENDS DEVELOPMENTS**

## **14.COMPETITIVE LANDSCAPE**

### 14.1.Company Profiles

#### 14.1.1.Shiseido Company, Limited

14.1.1.1.Company Details

14.1.1.2.Products

14.1.1.3.Financials (As Per Availability)

14.1.1.4.Key Market Focus Geographical Presence

14.1.1.5.Recent Developments

14.1.1.6.Key Management Personnel

#### 14.1.2.Johnson Johnson Services, Inc.

14.1.2.1.Company Details

14.1.2.2.Products

14.1.2.3.Financials (As Per Availability)

14.1.2.4.Key Market Focus Geographical Presence

14.1.2.5.Recent Developments

14.1.2.6.Key Management Personnel

#### 14.1.3.Unilever

14.1.3.1.Company Details

14.1.3.2.Products

14.1.3.3.Financials (As Per Availability)

14.1.3.4.Key Market Focus Geographical Presence

14.1.3.5.Recent Developments

14.1.3.6.Key Management Personnel

#### 14.1.4.Amway Corp.

14.1.4.1.Company Details

14.1.4.2.Products

14.1.4.3.Financials (As Per Availability)

14.1.4.4.Key Market Focus Geographical Presence

14.1.4.5.Recent Developments

14.1.4.6.Key Management Personnel

#### 14.1.5.Oriflame Cosmetics AG

14.1.5.1.Company Details

14.1.5.2.Products

14.1.5.3.Financials (As Per Availability)



- 14.1.5.4.Key Market Focus Geographical Presence
- 14.1.5.5.Recent Developments
- 14.1.5.6.Key Management Personnel
- 14.1.6.Procter Gamble Co.
  - 14.1.6.1.Company Details
  - 14.1.6.2.Products
  - 14.1.6.3.Financials (As Per Availability)
  - 14.1.6.4.Key Market Focus Geographical Presence
  - 14.1.6.5.Recent Developments
  - 14.1.6.6.Key Management Personnel
- 14.1.7.L'Oreal SA
  - 14.1.7.1.Company Details
  - 14.1.7.2.Products
  - 14.1.7.3.Financials (As Per Availability)
  - 14.1.7.4.Key Market Focus Geographical Presence
  - 14.1.7.5.Recent Developments
  - 14.1.7.6.Key Management Personnel
- 14.1.8.Revlon Inc.
  - 14.1.8.1.Company Details
  - 14.1.8.2.Products
  - 14.1.8.3.Financials (As Per Availability)
  - 14.1.8.4.Key Market Focus Geographical Presence
  - 14.1.8.5.Recent Developments
  - 14.1.8.6.Key Management Personnel
- 14.1.9.Kao Corporation
  - 14.1.9.1.Company Details
  - 14.1.9.2.Products
  - 14.1.9.3.Financials (As Per Availability)
  - 14.1.9.4.Key Market Focus Geographical Presence
  - 14.1.9.5.Recent Developments
  - 14.1.9.6.Key Management Personnel
- 14.1.10.Beiersdorf AG
  - 14.1.10.1.Company Details
  - 14.1.10.2.Products
  - 14.1.10.3.Financials (As Per Availability)
  - 14.1.10.4.Key Market Focus Geographical Presence
  - 14.1.10.5.Recent Developments
  - 14.1.10.6.Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

15.1. Key Focus Areas

15.2. Target Type

15.3. Target Distribution Channel

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