

# Hair Gel Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Tubes, Jars), By Distribution Channel (Supermarket/Hypermarket, Convenience Stores, Specialty Store, Online, Others), By Region & Competition, 2020-2030F

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## Abstracts

### Market Overview

The Global Hair Gel Market was valued at USD 4.80 billion in 2024 and is projected to reach USD 6.10 billion by 2030, growing at a CAGR of 4.13% during the forecast period. The market is influenced by evolving consumer behavior and innovations in formulation. Increasing demand for natural, clean-label hair styling products free from harsh chemicals is propelling manufacturers to incorporate ingredients such as aloe vera, flaxseed, and essential oils. Social media and influencer-driven marketing across platforms like TikTok, Instagram, and YouTube are significantly enhancing product visibility and consumer engagement. Additionally, the surge in male grooming and lifestyle shifts among urban professionals are bolstering the demand for versatile hair styling solutions, thereby fueling overall market expansion.

### Key Market Drivers

#### Growing Demand for Personal Grooming and Self-Expression

A key driver for the global hair gel market is the heightened focus on personal grooming and self-expression across all consumer demographics. Individuals view personal care as an extension of their personality, with hair gels offering flexible styling options to suit various looks—ranging from professional to casual and everything in between. Platforms such as TikTok, Instagram, and YouTube are further amplifying this trend, particularly

among millennials and Gen Z. Influencer endorsements and viral styling tutorials inspire consumers to explore and adopt trending hairstyles. According to a 2024 survey, 78% of Gen Z and millennial users have purchased beauty or haircare products based on social media influencer recommendations, highlighting the powerful role digital platforms play in shaping purchasing decisions and driving market growth.

## **Key Market Challenges**

### Growing Consumer Concerns Over Chemical Ingredients

A major challenge facing the global hair gel market is the increasing awareness among consumers regarding the health risks posed by synthetic ingredients in conventional hair gels. Ingredients like alcohols, parabens, sulfates, and synthetic fragrances are often linked to scalp irritation, hair dryness, and long-term damage with continuous use. As consumers become more educated through digital content, product reviews, and health-conscious influencers, many are turning away from products perceived as harmful. This shift is particularly notable among younger consumers who prefer clean, natural alternatives, pressuring manufacturers to reformulate and adopt transparent labeling practices.

## **Key Market Trends**

### Growth of Gender-Neutral and Inclusive Hair Styling Products

An emerging trend reshaping the hair gel industry is the transition toward gender-neutral and inclusive product offerings. Traditionally, hair gels were marketed along rigid gender lines, but evolving societal views on gender identity have encouraged a move toward more universal formulations. Brands are now introducing products that cater to all hair types and styling needs, regardless of gender. Packaging is becoming more minimal and neutral, and marketing strategies increasingly highlight diversity in age, gender, and ethnicity. This inclusive approach resonates strongly with Gen Z and millennial consumers, fostering greater brand loyalty and expanding the market reach.

## **Key Market Players**

Mandom Corporation

Unilever plc

The Estee Lauder Companies Inc.

Coty Inc.

L'Oreal S.A.

Henkel AG & Co. KGaA

Cassisevan, Inc. (Johnny B. Hair Care)

Aveda Corporation

Revlon Inc.

The Procter & Gamble Company

### **Report Scope:**

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

Hair Gel Market, By Type:

Tubes

Jars

Hair Gel Market, By Distribution Channel:

Supermarket/Hypermarket

Convenience Stores

Specialty Store

Online

Others

## Hair Gel Market, By Region:

### North America

United States

Canada

Mexico

### Europe

France

United Kingdom

Italy

Germany

Spain

### Asia-Pacific

China

Japan

India

South Korea

Indonesia

### South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies presents in the Global Hair Gel Market.

## **Available Customizations:**

Global Hair Gel 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).

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