

# **Hair Oil Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Coconut Oil, Almond Oil, Others), By Application (Residential, Commercial), By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Region & Competition, 2020-2030F**

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## **Abstracts**

Global Hair Oil Market was valued at USD 23.96 billion in 2024 and is expected to grow to USD 32.94 billion by 2030 with a CAGR of 5.49% during the forecast period. The global hair oil market is witnessing steady growth, fueled by increasing consumer awareness of hair and scalp health, alongside a rising preference for natural, organic, and herbal formulations. Consumers are shifting from synthetic products to oils enriched with botanical extracts, essential oils, and Ayurvedic ingredients, reflecting the growing emphasis on clean beauty. Rising concerns over hair fall, dandruff, pollution damage, and premature greying are also boosting product adoption.

Additionally, premiumization and innovative product launches tailored to specific needs, such as strengthening, moisturizing, or repairing, are enhancing demand. E-commerce expansion further accelerates accessibility, driving wider global reach and market penetration. According to analysis of U.S. Department of Commerce data, U.S. e-commerce sales hit new highs in 2024, with penetration reaching a record 22.7%. Since 2020, e-commerce has consistently represented over one-fifth of retail sales.

## **Key Market Drivers**

Rising Demand for Natural and Herbal Hair Care Products

One of the primary drivers of the global hair oil market is the increasing consumer preference for natural and herbal formulations. Consumers today are more conscious about the ingredients used in personal care products and actively avoid those containing harsh chemicals, sulfates, and parabens. This has resulted in a noticeable shift toward hair oils enriched with natural ingredients such as coconut, argan, amla, jojoba, castor, and almond oils. Herbal infusions and Ayurvedic solutions are also gaining popularity, particularly in regions like Asia-Pacific, where traditional remedies are deeply rooted in cultural practices. As per the report, 46% of Australian consumers began purchasing organic products primarily for personal health benefits, a shift that was further accelerated by the COVID-19 pandemic.

The clean beauty movement has further amplified the demand for organic and plant-based hair oils that promote scalp nourishment, hair growth, and overall health without harmful side effects. Brands are responding by offering certified organic products and highlighting sustainable sourcing methods, appealing to eco-conscious consumers. For instance, cold-pressed oils that retain nutrients and vitamins are highly sought after. This rising focus on natural and herbal solutions has become a major growth catalyst, with both established and emerging brands positioning themselves around authenticity and transparency in ingredient use.

## **Key Market Challenges**

### **Intense Market Competition and Price Sensitivity**

The global hair oil market is highly competitive, with the presence of multinational corporations, regional brands, and a growing number of local players. This competitive environment makes differentiation challenging, as many products offer similar benefits such as nourishment, anti-hair fall, dandruff control, or scalp hydration. Established brands like L'Oréal, Unilever, and Procter & Gamble face increasing competition from regional Ayurvedic and herbal players, particularly in Asia-Pacific, where traditional remedies are highly trusted.

Price sensitivity among consumers further intensifies the challenge. In price-driven markets like India and parts of Africa, consumers often opt for low-cost alternatives rather than premium or specialized hair oils. This limits the ability of brands to scale premiumization strategies in these regions. Smaller players, by undercutting prices, also gain traction in local markets, creating additional hurdles for global brands. To stay competitive, companies must continually invest in innovation, marketing, and brand positioning, which can be resource-intensive. Thus, intense competition combined with

high consumer price sensitivity poses a major obstacle to sustained profitability and market share growth.

## **Key Market Trends**

### Growing Popularity of Multifunctional and Customized Hair Oils

A significant trend reshaping the global hair oil market is the rising demand for multifunctional products that cater to diverse hair needs in a single formulation. Consumers increasingly prefer oils that not only provide nourishment but also offer solutions for concerns such as dandruff, frizz, split ends, dryness, and hair fall. This demand is driven by busy lifestyles, where people look for simplified yet effective hair care routines.

Brands are innovating by infusing oils with vitamins, minerals, and essential fatty acids to deliver comprehensive care. For instance, oils enriched with vitamin E or keratin offer strengthening and repair benefits, while lightweight formulations help with styling and shine. Additionally, customized or personalized hair oils tailored to individual hair types, textures, and scalp conditions are gaining popularity. Through online platforms, companies now allow customers to answer a few questions about their hair and receive a bespoke oil blend. This personalization trend resonates strongly with millennials and Gen Z, who value unique solutions over mass-produced products.

## **Key Market Players**

Dabur India Ltd

Emami Group

L'Oreal S.A.

Hindustan Unilever Limited

Henkel AG

Patanjali Ayurved.

Coty Inc.

Procter & Gamble

Johnson & Johnson Private Limited

Himalaya Drug Company

### **Report Scope:**

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

Hair Oil Market, By Type:

Coconut Oil

Almond Oil

Others

Hair Oil Market, By Application:

Residential

Commercial

Hair Oil Market, By Sales Channel:

Supermarkets/Hypermarkets

Departmental Stores

Online

Others

Hair Oil 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 Oil Market.

### **Available Customizations:**

Global Hair Oil 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**

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