

# **Natural Hair Care Products Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Shampoo, Conditioners, Hair Oil, Colorants and Others), By End-User (Women and Men), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, and Others), By Region, By Competition, 2018-2028**

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## **Abstracts**

Global Natural Hair Care Products Market was valued at USD 10.52 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 6.2% through 2028. The global natural hair care products market has experienced a substantial transformation in recent years, reflecting a growing consumer preference for natural and organic ingredients in their hair care routines. This shift is driven by increasing awareness of the potential health risks associated with synthetic chemicals found in traditional hair care products, as well as a desire for environmentally sustainable and cruelty-free options.

Consumer awareness about the potential health risks associated with synthetic ingredients in hair care products, such as sulfates, parabens, and artificial fragrances, has been on the rise. In response to this, a growing number of individuals are seeking out natural and organic alternatives. They are becoming more discerning about the products they use on their hair, making ingredient lists a focal point of their purchasing decisions.

The global beauty industry, including the hair care sector, has witnessed a broader trend towards clean beauty. Clean beauty emphasizes products that are free from harmful chemicals, cruelty-free, and environmentally responsible. Natural hair care

products align with these principles, as they often feature plant-based ingredients, essential oils, and organic compounds, making them a popular choice for consumers seeking a holistic approach to personal care.

The global consciousness surrounding environmental sustainability and ethical practices has spurred the demand for natural hair care products. Consumers are increasingly concerned about the impact of chemical-laden products on the environment and are opting for eco-friendly options. Many natural hair care brands prioritize sustainable sourcing, cruelty-free practices, and recyclable packaging to align with these ethical considerations.

Natural hair care products have evolved significantly in terms of formulation and effectiveness. Manufacturers are investing in research and development to create high-quality, plant-based products that offer the same or better results than their synthetic counterparts. From shampoos and conditioners to serums and hair treatments, consumers now have access to a wide range of natural options that cater to different hair types and concerns.

The global natural hair care products market is increasingly inclusive and diverse. Manufacturers are recognizing the unique needs of individuals with different hair textures, including curly, coiled, and afro-textured hair. As a result, there is a growing selection of natural hair care products specifically designed for these hair types, promoting inclusivity and catering to a broader consumer base.

The digital age has played a pivotal role in the growth of the natural hair care products market. Influencers, beauty bloggers, and social media platforms have become influential in shaping consumer preferences. These platforms provide a space for individuals to share their experiences with natural hair care products, leading to increased awareness and a sense of community among those who seek natural alternatives.

Natural hair care products are now widely available on a global scale. Both established brands and new entrants in the market are expanding their reach, making these products accessible to consumers around the world. E-commerce platforms have facilitated this accessibility, allowing consumers to explore and purchase products from various regions.

## Key Market Drivers

## Shifting Consumer Preferences Towards Natural and Organic Ingredients

One of the primary drivers of the global natural hair care products market is the shift in consumer preferences towards natural and organic ingredients. Modern consumers are becoming increasingly health-conscious, and this consciousness extends to the products they use on their hair. Traditional hair care products often contain a cocktail of synthetic chemicals, artificial fragrances, and preservatives, which can lead to hair and scalp issues. As a result, many consumers are actively seeking natural alternatives that are free from harmful ingredients.

Natural hair care products, in contrast, are formulated with plant-based ingredients, organic extracts, and essential oils that are gentler on the hair and scalp. These products avoid the use of parabens, sulfates, silicones, and artificial colors and fragrances. They are perceived as safer and more nourishing, making them an attractive option for individuals looking to maintain healthy, vibrant hair.

Additionally, consumers are increasingly concerned about the environmental impact of their personal care products. Natural hair care products often come in eco-friendly packaging, and the ingredients are sustainably sourced. This eco-conscious approach aligns with the growing movement towards sustainability and drives the demand for natural hair care products that are both good for the individual and the planet.

## Rise in Awareness of Hair Health and Wellness

Another key driver behind the growth of the global natural hair care products market is the heightened awareness of hair health and wellness. Healthy, lustrous hair is a desirable attribute, and many individuals are proactively seeking products that promote hair well-being.

Natural hair care products often contain ingredients rich in vitamins, minerals, and antioxidants that nourish the hair and scalp. Ingredients like aloe vera, coconut oil, argan oil, and shea butter are known for their moisturizing and revitalizing properties. These products cater to the growing demand for hair care solutions that not only cleanse and style but also provide long-term benefits for hair health.

Moreover, there is a growing understanding that the use of synthetic chemicals in hair care products can lead to issues such as hair breakage, scalp irritation, and excessive dryness. Natural products, on the other hand, are perceived as a healthier choice that addresses these concerns. This awareness has prompted many consumers to make

the switch to natural hair care products, driving the market's growth.

### Increasing Diversity and Inclusion in Beauty Products

Diversity and inclusion have become central themes in the beauty and personal care industry, and the natural hair care products market is no exception. Historically, many hair care products were formulated with a narrow focus on specific hair types, often neglecting the needs of individuals with natural and textured hair. This left a gap in the market for products that catered to the unique requirements of diverse hair types, including curly, coily, and kinky hair.

The emergence of natural hair care products has significantly contributed to addressing this gap. These products are formulated to embrace and enhance the natural texture and characteristics of various hair types, promoting inclusivity and celebrating the beauty of natural hair. They often feature ingredients that provide moisture, definition, and manageability, which are essential for textured hair.

Furthermore, the marketing and promotion of natural hair care products frequently showcase individuals from diverse ethnic backgrounds, fostering a sense of representation and inclusivity. The 'natural hair movement' has gained momentum, encouraging individuals to embrace their natural hair and seek products that support their unique hair journeys.

### Key Market Challenges

#### Ingredient Sourcing and Supply Chain Sustainability

One of the foremost challenges in the global natural hair care products market is the sourcing of natural ingredients and ensuring the sustainability of the supply chain. Natural hair care products often rely on botanical extracts, essential oils, and plant-based ingredients. As the demand for these products surges, there is increasing pressure on the ecosystems and communities that provide these resources.

**Resource Depletion:** The overharvesting of certain natural ingredients, such as argan oil, shea butter, or aloe vera, can lead to resource depletion and ecological damage. Unsustainable harvesting practices can negatively impact local ecosystems, potentially disrupting the balance of plant and animal species.

**Limited Availability:** Some natural ingredients are geographically limited to specific

regions. This can lead to supply constraints and price volatility, as weather events or geopolitical factors can affect the availability of these ingredients.

**Ethical Concerns:** The ethical treatment of communities involved in ingredient harvesting is a growing concern. It is crucial to ensure that the collection and processing of natural ingredients are carried out in an ethical and fair manner, benefitting local communities rather than exploiting them.

**Certification and Traceability:** Establishing certification standards and traceability in the supply chain is essential to ensure that natural hair care products genuinely contain the advertised ingredients. The lack of standardization and traceability can lead to consumer mistrust.

### Regulatory Challenges and Labeling

The global natural hair care products market is subject to regulatory challenges and labeling requirements. These challenges arise due to the need to differentiate between genuinely natural and synthetic ingredients, while also ensuring consumer safety.

**Lack of Standardization:** Regulations and standards for natural and organic hair care products vary significantly across regions and countries. This lack of standardization can lead to confusion for both consumers and manufacturers.

**Greenwashing:** Some companies may engage in 'greenwashing' by making misleading claims about the naturalness of their products. This can mislead consumers who are seeking genuinely natural and eco-friendly hair care solutions.

**Safety Concerns:** Ensuring the safety of natural hair care products is essential. The use of certain natural ingredients, even if derived from plants, can cause allergic reactions or sensitivities in some individuals. Striking a balance between natural ingredients and consumer safety is a challenge for manufacturers.

**Certification Costs:** Obtaining certifications such as 'organic' or 'cruelty-free' can be expensive and time-consuming. Smaller, eco-conscious brands may face challenges in meeting these requirements.

### Competition and Market Saturation

The natural hair care products market has seen substantial growth, leading to increased

competition and market saturation. As a result, companies in this industry face various challenges related to differentiation, innovation, and maintaining market share.

**Innovation:** With numerous natural hair care products flooding the market, companies must continuously innovate to stand out. This can be challenging, as developing new formulations or unique ingredients requires research and development resources.

**Branding and Differentiation:** Creating a distinct brand identity and effectively communicating it to consumers is essential. Establishing a unique selling proposition that resonates with eco-conscious consumers is critical for success.

**Pricing Pressure:** As competition intensifies, pricing pressure can erode profit margins. Consumers often compare natural hair care products based on price, potentially leading to a race to the bottom for pricing.

**Consumer Skepticism:** Due to past instances of misleading claims and greenwashing in the beauty industry, consumers may be skeptical about the authenticity of natural hair care products. Building trust with consumers is a challenge that manufacturers must address.

**Market Fragmentation:** The natural hair care market is increasingly fragmented, with various niche products catering to specific hair types, concerns, or preferences. As the market becomes more specialized, companies must decide whether to focus on a niche or attempt to appeal to a broader audience.

## Key Market Trends

### Growing Demand for Clean and Natural Ingredients

One of the most noticeable trends in the global natural hair care products market is the increasing demand for clean and natural ingredients. Consumers are becoming more conscious of the chemicals and synthetic additives found in traditional hair care products, which can lead to concerns about hair health, skin sensitivity, and the environment.

As a result, there is a growing preference for natural and organic hair care products made with ingredients like aloe vera, coconut oil, shea butter, argan oil, and essential oils. These ingredients are not only seen as beneficial for hair health but also as safer alternatives that reduce the risk of allergic reactions and irritations. Manufacturers are



responding to this trend by formulating products that are free from harsh chemicals, sulfates, parabens, and artificial fragrances. This shift towards cleaner and more transparent formulations aligns with the broader movement for sustainable and eco-friendly beauty products.

### Customization and Personalization

Another notable trend in the natural hair care products market is the increasing emphasis on customization and personalization. As consumers become more aware of their unique hair types, textures, and specific needs, they seek products that are tailored to address their individual concerns. Brands are responding by offering a variety of product options, including shampoos, conditioners, hair masks, and styling products that cater to different hair types and concerns.

Furthermore, some companies are taking personalization to the next level by offering customized hair care solutions. They may provide online assessments or questionnaires to understand a customer's hair and scalp condition, lifestyle, and preferences. Based on the information collected, these brands formulate unique product recommendations. Customized hair care products are gaining popularity as they offer consumers a more targeted and effective approach to hair care, and the use of natural ingredients is a common selling point in these personalized formulations.

### Sustainable Packaging and Eco-Friendly Initiatives

The global natural hair care products market is experiencing a significant shift towards sustainability and eco-friendliness. With growing concerns about environmental impact and plastic waste, consumers are increasingly looking for hair care products that not only use natural ingredients but also come in eco-conscious packaging.

Many brands are responding by adopting sustainable packaging solutions such as recyclable, biodegradable, or reusable containers. Some are even using minimalist packaging that reduces excess materials and focuses on simplicity. Additionally, there is a push towards refillable options, where customers can purchase refills of their favorite products in order to reduce the use of single-use plastic containers.

Eco-friendly initiatives go beyond packaging and extend to the entire product lifecycle. Companies are sourcing natural ingredients in an ethical and sustainable manner, often engaging in fair trade practices with local communities. Additionally, some brands are implementing waste-reduction strategies by recycling or upcycling by-products

generated during the production process.

## Segmental Insights

### Type Insights

Shampoo has carved out a significant share in the global natural hair care products market, reflecting a profound shift in consumer preferences towards healthier and more environmentally conscious choices. The natural hair care product market has seen substantial growth, and shampoo is at the forefront of this trend. This remarkable transformation can be attributed to several key factors.

**Consumer Demand for Natural Products:** Increasing awareness of the potential harm caused by synthetic chemicals, such as sulfates and parabens, has driven consumers to seek natural alternatives. Shampoo, as a fundamental hair care product, has come under scrutiny, leading to a surge in demand for natural and organic options. Consumers are now more inclined to choose shampoos made from plant-based ingredients and free from harmful additives.

**Health and Wellness Concerns:** The global focus on health and wellness has extended to hair care products. Natural shampoos are perceived as gentler on the scalp and hair, reducing the risk of irritation, dryness, and allergies. Ingredients like aloe vera, coconut oil, and herbal extracts are known for their nourishing and soothing properties, making them attractive choices for consumers seeking healthier hair care solutions.

**Environmental Sustainability:** Shampoo's prominence in the natural hair care market is also influenced by growing environmental awareness. Consumers are increasingly concerned about the environmental impact of personal care products. Natural shampoos often come in eco-friendly packaging, use biodegradable ingredients, and are produced with sustainable practices. This aligns with the broader trend towards eco-conscious consumer choices.

**Efficacy and Performance:** Natural shampoos have evolved to offer performance comparable to their synthetic counterparts. Many now contain advanced formulations that cleanse, condition, and strengthen hair effectively. They are designed to address specific hair concerns, such as frizz, dandruff, or color protection, while still adhering to natural and organic principles.

**Transparency and Clean Labeling:** Transparency in product labeling has become a



central theme in the natural hair care market. Consumers want to know what they are applying to their hair and scalp. Natural shampoos often feature clean and transparent ingredient lists, making it easier for consumers to make informed choices about the products they use.

**Diversity of Natural Ingredients:** Natural shampoos incorporate a wide range of ingredients derived from nature, such as argan oil, shea butter, chamomile, and tea tree oil, each offering specific benefits. This diversity caters to different hair types and concerns, ensuring that consumers can find the ideal natural shampoo for their specific needs.

### Sales Channel Insights

Online platforms have secured a significant share in the global natural hair care products market, highlighting the transformative impact of digitalization on the beauty and personal care industry. This shift is indicative of changing consumer behaviors, their growing preference for e-commerce, and the accessibility and convenience offered by online shopping.

The natural hair care products market has witnessed remarkable growth in recent years, driven by a rising awareness of the harmful effects of synthetic ingredients, as well as a growing inclination towards sustainable and eco-friendly beauty products. Natural hair care products are formulated with ingredients sourced from nature and are free from chemicals such as sulfates, parabens, and artificial fragrances. They cater to the specific needs of diverse hair types, offering solutions for concerns like frizz, hair loss, dandruff, and damage repair.

The digital revolution, with the proliferation of e-commerce platforms and the increasing use of social media for product discovery and recommendations, has reshaped the way consumers shop for personal care items, including natural hair care products.

The global natural hair care products market's reliance on online channels is expected to persist and grow in the coming years. As e-commerce platforms continue to enhance their user experiences, payment security, and logistics, consumers are likely to increasingly shift towards online shopping. Furthermore, the COVID-19 pandemic has accelerated the adoption of online retail across various industries, and this shift has become a lasting trend in the beauty and personal care sector.

To adapt to this changing landscape, brands and manufacturers of natural hair care

products are investing in their online presence, optimizing their e-commerce websites, and leveraging digital marketing strategies. They are also formulating their products with transparent, eco-friendly, and natural ingredients to meet the growing demand for sustainable beauty solutions. In doing so, they can effectively capture a significant share of the global natural hair care products market, ensuring they remain competitive in an increasingly online-driven industry.

## Regional Insights

Asia Pacific has emerged as a significant player in the global natural hair care products market, capitalizing on a combination of traditional beauty practices, a growing awareness of the benefits of natural ingredients, and the region's immense population. The market for natural hair care products in Asia Pacific has experienced substantial growth, reflecting changing consumer preferences and the pursuit of healthier, eco-friendly alternatives to traditional hair care products.

The cultural diversity and rich heritage of Asia Pacific play a pivotal role in the region's prominence in the natural hair care market. Many Asian societies have long-standing traditions of using natural ingredients like herbs, oils, and plant extracts for hair care. These time-tested remedies have found their way into modern natural hair care products, aligning with the desires of consumers who seek to harness the power of these traditional beauty practices.

With a heightened awareness of the potential harm caused by synthetic chemicals and artificial additives, consumers in Asia Pacific are increasingly turning to natural hair care products. The region's consumers are more discerning and well-informed about the ingredients they put on their hair and scalp. As a result, they are actively seeking products that are free from harmful chemicals like sulfates, parabens, and silicones, making natural hair care an appealing choice.

Asia Pacific is home to a diverse range of hair types, from straight and sleek to curly and coarse. This diversity drives demand for a wide variety of natural hair care products tailored to specific hair needs. Whether it's products designed for frizz control, moisturizing, strengthening, or enhancing natural curls, the market responds to the diverse hair care requirements of the region's population.

The region's growing middle-class population and rising disposable income levels have empowered consumers to invest in premium and natural hair care products. Natural hair care products are often perceived as premium due to their use of high-quality,

sustainably sourced ingredients. The willingness to pay a premium for such products is indicative of the importance consumers place on their hair care routines.

The push for sustainability and eco-friendly products is a global trend, and Asia Pacific is no exception. Consumers are increasingly conscious of the environmental impact of the products they use. Natural hair care products often align with these sustainability goals, utilizing biodegradable packaging and responsibly sourced ingredients.

To cater to the diverse hair care needs of the Asia Pacific market, manufacturers are continually innovating their product offerings. This innovation includes the development of specialized natural hair care lines, such as products for damaged hair, hair growth, or color-treated hair. Moreover, the inclusion of unique regional ingredients in these products adds to their appeal.

### Key Market Players

The Procter and Gamble Company

Estee Lauder Companies, Inc.

NatureLab Co., Ltd.

Organic Harvest

Amazon Beauty, Inc.

Ales Groupe (Phyto Botanical Power)

John Masters Organics, Inc. (Permira)

Mamaearth (Honasa Consumer Pvt. Ltd.)

St. Botanica (Emmbros Overseas Lifestyle Pvt. Ltd.)

Briogeo Hair Care

### Report Scope:

In this report, the global Natural Hair Care Products market has been segmented into

the following categories, in addition to the industry trends which have also been detailed below:

Natural Hair Care Products Market, By Type:

Shampoo

Conditioners

Hair Oil

Colorants

Others

Natural Hair Care Products Market, By End-User:

Women

Men

Natural Hair Care Products Market, By Sales Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

Natural Hair Care Products Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Egypt

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the global natural hair care products market.

## Available Customizations:

Global Natural Hair Care Products 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).



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