

North America Hair and Scalp Care Market, By Product Type (Anti-dandruff, Hair Loss, Dry & Itchy Scalp, White & Grey Hair, Others), By Sales Channel (Hypermarket/Supermarket, Departmental stores, Pharmacy, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

The North America Hair and Scalp Care Market was valued at USD 25.23 billion in 2024 and is projected to reach USD 35.93 billion by 2030, growing at a CAGR of 6.13% during the forecast period. Market growth is being driven by heightened consumer awareness of scalp health and increasing demand for targeted treatments that address conditions such as dandruff, hair thinning, and sensitivity. Consumers are shifting toward products formulated with natural and dermatologist-recommended ingredients, aligning with the clean beauty movement. Innovations in scalp diagnostics and personalized care regimens are transforming the consumer experience, while sustainable practices and digital commerce channels are expanding product accessibility and engagement across the region.

Key Market Drivers

Rising Consumer Awareness of Scalp Health

Increasing consumer focus on scalp wellness is a major growth driver in the North America hair and scalp care market. A growing number of consumers now understand that scalp health directly impacts hair vitality. This shift in perception is encouraging the use of products designed to address underlying scalp conditions rather than just superficial hair concerns. The rise of educational content from brands, influencers, and

dermatologists is further elevating awareness. As a result, demand is rising for specialized treatments, including exfoliating scrubs, soothing serums, medicated shampoos, and scalp masks that target inflammation, buildup, and irritation. This emphasis on root-cause treatment is significantly reshaping product offerings and consumer buying habits across the region.

Key Market Challenges

Intense Market Competition and Brand Saturation

The North America hair and scalp care market is marked by intense competition and saturation. The presence of dominant multinational companies, alongside an expanding number of indie and direct-to-consumer brands, has created a crowded marketplace. Established players benefit from widespread distribution, loyal customer bases, and substantial marketing budgets, giving them a competitive edge. New entrants face the challenge of carving out a distinct identity and gaining consumer trust in a market overwhelmed with similar claims and offerings. Additionally, the demand for constant innovation in formulations, packaging, and brand positioning places further pressure on all participants. In this highly competitive landscape, brands must effectively communicate a unique value proposition to maintain relevance and market share.

Key Market Trends

Expansion of Men's Hair and Scalp Care Segment

A growing trend in the North America hair and scalp care market is the rapid expansion of men's grooming products. Increasing awareness among male consumers about hair health, particularly issues like hair thinning and scalp irritation, is driving the development of specialized solutions. Brands are launching male-focused lines that include thickening shampoos, scalp serums, anti-hair fall formulations, and multifunctional styling products. These products are tailored to male grooming preferences—emphasizing simplicity, efficacy, and subtle fragrance. As societal norms evolve and self-care gains acceptance among men, this segment is creating new opportunities for targeted innovation and market growth.

Key Market Players

Kaneb Cosmetics Inc.

Unilever plc

Johnson & Johnson Services, Inc.

Shiseido Americas Corporation

The Estée Lauder Companies Inc.

L'Oréal S.A.

Beiersdorf, Inc.

Amorepacific Corporation

Revlon Inc.

Kaia USA Inc.

Report Scope:

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

North America Hair and Scalp Care Market, By Product Type:

Anti-dandruff

Hair Loss

Dry & Itchy Scalp

White & Grey Hair

Others

North America Hair and Scalp Care Market, By Sales Channel:

Hypermarket/Supermarket

Departmental Stores

Pharmacy

Online

Others

North America Hair and Scalp Care Market, By Country:

United States

Canada

Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the North America Hair and Scalp Care Market.

Available Customizations:

North America Hair and Scalp 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).

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