

# **Protein Shampoo Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Standard Protein Shampoo, Anti-Dandruff Protein Shampoo, Kids Protein Shampoo, Medicated Protein Shampoo, Others), By End User (Adults, Kids), By Source (Natural and Organic, Chemical), By Distribution Channel (Supermarkets/Hypermarkets, Pharmacies/Drug Stores, Convenience Stores, Online, Others), By Region, By Competition, 2018-2028**

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## **Abstracts**

Global Protein Shampoo Market was valued at USD 2.34 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 6.7% through 2028. The market's potential would likely be enhanced by the rising incidence of conditions relating to the hair and scalp, such as dandruff, hair loss, and psoriasis of the scalp. Furthermore, the global market for protein-rich shampoo is being driven by growing awareness of health, cleanliness, and hair care in particular. Furthermore, growing levels of air and water pollution have led to an increase in hair-related illnesses, which will in the near future create new opportunities for the business. The need for protein-rich shampoo has increased due to the considerable global increase in the prevalence of hair and scalp-related conditions such as dandruff, alopecia areata, hair loss, and scalp psoriasis in recent years. According to the American Academy of Dermatology (AAD), an estimated 80 million Americans (50 million men and 30 million women) were affected by hair loss problem. These health issues are promoting the scope for protein shampoo among the consumers over the next few years.

There is expected to be a potential opportunity for protein-enriched shampoo due to the

rising prevalence of psoriasis worldwide. As per the data furnished by the National Psoriasis Foundation (USA), there were about 8 million Americans affected by psoriasis, representing 2 to 3 percent of the USA population. Psoriasis also frequently manifests in people between the ages of 15 and 50. Furthermore, the combined direct and indirect healthcare expenses for treating psoriasis came to almost USD 11.25 billion. As a preventive measure to reduce the incidence of diseases like psoriasis, increasing prevalence of these conditions is anticipated to be a major factor in raising awareness of the value of protein shampoo.

## Key Market Drivers

### Growing Consumer Awareness and Preference for Natural Ingredients

One of the primary drivers of the protein shampoo market is the rising awareness among consumers about the benefits of natural ingredients. In recent years, there has been a paradigm shift in consumer preferences towards natural and organic products, driven by concerns about the potential adverse effects of synthetic chemicals on hair and scalp health. Protein shampoos, often enriched with natural ingredients like plant extracts and essential oils, resonate well with this consumer sentiment. Consumers are increasingly scrutinizing product labels, seeking formulations free from harsh chemicals such as sulfates, parabens, and silicones. Protein shampoos, known for their mild and nourishing formulations, cater to this demand for clean and natural hair care solutions. The market is witnessing a surge in product launches that highlight the use of botanical extracts and plant-based proteins, aligning with the broader trend of clean beauty.

### Growing Hair Care Concerns and Awareness about Protein Deficiency

The protein shampoo market is also being driven by the growing awareness of the importance of proteins for hair health. Proteins are vital components of hair structure, and a deficiency can lead to various issues such as hair breakage, thinning, and dullness. As consumers become more conscious of their hair care needs, they are seeking products that address specific concerns related to protein deficiency. Protein shampoos, formulated with ingredients like hydrolyzed proteins and amino acids, provide a targeted approach to nourishing and strengthening hair. These products are designed to repair damaged hair, improve elasticity, and enhance overall hair health. The market is witnessing a surge in demand for protein shampoos that claim to address issues like hair fall, split ends, and lack of volume, tapping into consumers' desire for effective and specialized solutions.

## Influence of Social Media and Celebrity Endorsements

The impact of social media on consumer behavior cannot be overstated, and this holds true for the protein shampoo market as well. Platforms like Instagram, YouTube, and TikTok have become powerful channels for beauty influencers and celebrities to share their hair care routines and product recommendations. Celebrity endorsements play a crucial role in shaping consumer perceptions and driving product preferences. Protein shampoos often gain visibility through social media influencers and celebrities who highlight the benefits of these products in their beauty regimens. The aspirational appeal of well-groomed and healthy-looking hair showcased by influencers creates a ripple effect, driving consumers to explore and adopt protein-enriched hair care products. This digital word-of-mouth marketing has a profound impact on consumer purchasing decisions, contributing to the growth of the protein shampoo market.

## Increasing Urbanization and Pollution-Related Hair Concerns

Urbanization and the consequent rise in pollution levels have led to an increase in hair-related concerns among consumers. Exposure to environmental pollutants, UV radiation, and harsh water can contribute to hair damage, making individuals more conscious about the need for effective hair care solutions. Protein shampoos, with their reparative and protective properties, have gained traction among urban consumers seeking to combat the adverse effects of city living on their hair. The market is witnessing a surge in demand for protein shampoos that offer not only cleansing but also protective benefits. Formulations enriched with antioxidants and UV filters are becoming popular as consumers look for holistic solutions to shield their hair from environmental aggressors. This trend is particularly pronounced in densely populated urban areas where pollution levels are high, driving the adoption of protein shampoos as a preventive measure for maintaining hair health.

## Changing Lifestyle and Increased Disposable Income

The protein shampoo market is positively influenced by changing lifestyles and an increase in disposable income, especially in emerging economies. As individuals lead busier lives, they are seeking convenient and effective hair care solutions that fit into their hectic schedules. Protein shampoos, often positioned as premium and high-performance products, appeal to consumers looking for a quick and efficient way to nourish their hair. Rising disposable income levels enable consumers to allocate a higher budget for personal care products, including specialized hair care formulations. The market is witnessing a shift towards premium and salon-grade protein shampoos,

driven by the perception that investing in quality hair care products yields long-term benefits. The willingness of consumers to spend more on premium products contributes to the overall growth and profitability of the protein shampoo market.

### Innovation in Formulations and Product Differentiation

The protein shampoo market is characterized by ongoing innovations in formulations, with manufacturers continually seeking to differentiate their products. Companies are investing in research and development to create advanced formulations that not only address common hair concerns but also offer unique selling propositions. This focus on innovation has led to the introduction of protein shampoos with specialized ingredients such as keratin, biotin, and collagen, catering to specific hair types and concerns. Manufacturers are also incorporating advanced technologies, such as microencapsulation, to enhance the delivery of active ingredients in protein shampoos. These innovations contribute to the market's dynamism, offering consumers a wide array of options to choose from based on their individual hair care needs. As a result, the protein shampoo market continues to expand, driven by the constant pursuit of novel and effective formulations that provide tangible benefits to consumers.

### E-commerce Boom and Online Availability

The growth of e-commerce has significantly impacted the protein shampoo market, providing consumers with convenient access to a wide range of products. Online platforms have become crucial channels for product discovery, reviews, and purchases. The ease of comparing products, reading customer reviews, and the convenience of doorstep delivery contribute to the increasing popularity of e-commerce in the beauty and personal care sector, including protein shampoos. The global reach of e-commerce platforms enables consumers to explore and purchase protein shampoos from international brands, contributing to the globalization of the market. Additionally, online sales platforms often feature exclusive deals, discounts, and bundles, further incentivizing consumers to choose protein shampoos as part of their online shopping haul. The e-commerce boom has emerged as a significant driver, expanding the market reach and accessibility of protein shampoos to a diverse consumer base.

### Key Market Challenges

#### Saturation and Intense Competition

One of the primary challenges in the protein shampoo market is the saturation of

product offerings and the resulting intense competition among brands. The market has witnessed a proliferation of protein shampoo products, ranging from those containing natural ingredients to specialized formulations targeting specific hair concerns. This abundance of options can lead to a crowded marketplace, making it difficult for individual brands to differentiate themselves and capture consumer attention.

Manufacturers face the challenge of standing out in a sea of similar products, necessitating innovation and strategic marketing to carve a niche. The intense competition also puts pressure on pricing strategies, with some brands resorting to price wars to gain a competitive edge. This scenario makes it imperative for companies to continually innovate, invest in research and development, and build strong brand identities to navigate the challenges of a saturated and fiercely competitive market.

### Consumer Skepticism and Product Efficacy Concerns

Consumer skepticism regarding product efficacy poses a significant challenge for the protein shampoo market. With an abundance of hair care products available, consumers are becoming increasingly discerning and demanding when it comes to the claims made by brands. The efficacy of protein shampoos, especially in terms of their ability to strengthen hair, reduce breakage, and enhance overall hair health, is under scrutiny.

Consumers often rely on product reviews, recommendations, and word-of-mouth before making a purchase decision. The challenge for manufacturers lies in substantiating the efficacy of their protein shampoo formulations through scientific studies, clinical trials, and transparent communication. Building trust with consumers by providing evidence of product effectiveness is crucial for overcoming skepticism and establishing long-term brand loyalty in the protein shampoo market.

### Ingredient Sourcing and Supply Chain Disruptions

The protein shampoo market is heavily dependent on the availability and quality of key ingredients, such as hydrolyzed proteins and amino acids. Ingredient sourcing challenges can arise due to factors such as climate change, geopolitical issues, and disruptions in the agricultural sector. Fluctuations in the availability and pricing of essential ingredients can impact production costs, affecting the overall economics of manufacturing protein shampoos.

Global supply chain disruptions, as witnessed in recent times, can further exacerbate

these challenges. Events such as natural disasters, trade disputes, and the ongoing COVID-19 pandemic have highlighted the vulnerability of supply chains. Manufacturers in the protein shampoo market need to develop resilient supply chain strategies, diversify sourcing options, and establish contingency plans to mitigate the risks associated with ingredient scarcity and disruptions.

### Regulatory Compliance and Changing Standards

The protein shampoo market is subject to stringent regulatory requirements governing product safety, labeling, and ingredient disclosure. Meeting these regulatory standards is crucial for market entry and sustaining consumer trust. However, staying compliant can be challenging due to the evolving nature of regulations and the introduction of new standards by regulatory authorities.

Manufacturers face the constant challenge of staying informed about regulatory changes in different regions and ensuring that their products meet the updated standards. Non-compliance can lead to legal issues, product recalls, and damage to brand reputation. The dynamic regulatory landscape requires companies in the protein shampoo market to invest in robust quality assurance processes, regulatory monitoring, and timely adjustments to formulations to adhere to the latest standards.

### Key Market Trends

#### Rise of Clean Beauty and Natural Ingredients

A prominent trend in the protein shampoo market is the increasing demand for clean beauty and products formulated with natural ingredients. Consumers are becoming more conscious of the impact of synthetic chemicals on their hair and overall health, leading to a shift towards gentler, plant-based formulations. Protein shampoos enriched with natural ingredients such as botanical extracts, essential oils, and plant proteins are gaining popularity.

Brands are responding to this trend by emphasizing transparency in their ingredient lists, excluding harsh chemicals like sulfates, parabens, and silicones. The clean beauty movement extends beyond the desire for natural ingredients to include eco-friendly packaging and sustainable sourcing practices. Manufacturers in the protein shampoo market are aligning with this trend, developing formulations that not only nourish the hair but also resonate with environmentally conscious consumers.

## Customization and Personalization

Personalization has become a key trend in the protein shampoo market as consumers seek tailored solutions for their unique hair care needs. Advances in technology and data analytics enable brands to offer personalized formulations based on individual hair types, concerns, and preferences. Customized protein shampoos may include specific ingredients to address issues such as hair damage, dryness, or color-treated hair.

Brands are leveraging online quizzes, artificial intelligence, and data analytics to gather information about consumers' hair profiles and preferences. This data-driven approach allows for the creation of personalized recommendations, fostering a more intimate connection between consumers and their chosen protein shampoo brands. The trend of customization not only enhances the efficacy of products but also adds a layer of exclusivity, contributing to brand loyalty.

## Emphasis on Scalp Health

An emerging trend in the protein shampoo market is a heightened focus on scalp health. Consumers are recognizing the importance of a healthy scalp as the foundation for strong and vibrant hair. Protein shampoos are being formulated with ingredients that promote scalp health, such as soothing botanicals, vitamins, and scalp-friendly proteins. Brands are increasingly marketing their protein shampoos not just as hair care products but as solutions for maintaining a balanced and nourished scalp.

The trend towards scalp health aligns with the broader wellness movement, acknowledging the interconnectedness of hair and scalp well-being. Ingredients like tea tree oil, aloe vera, and salicylic acid are being incorporated into protein shampoo formulations to address common scalp issues like dandruff, itching, and inflammation. As consumers prioritize holistic hair care, the emphasis on scalp health is expected to continue shaping the protein shampoo market.

## Segmental Insights

### Distribution Channel Insights

Supermarkets/Hypermarkets was the largest distribution channel in the market for protein shampoo in 2022 owing to the increased number of these stores across the globe. Major retailers including Walmart, Target, Aldi, and SPAR are expanding their store presence across the key markets including U.S., Germany, China, India, and the

U.K. in order to cater to the increasing demand for protein shampoo among customers. For instance, according to the press release, Target Brands, Inc. is set to inaugurate more than 25 new stores in the U.S. by the end of 2020. This increasing number of offline stores is projected to expand the scope for these types of distribution channels over the foreseeable future.

E-commerce portals are expected to be the fastest growing segment in the protein shampoo market, during the forecasted period. The buyers are now increasingly adopting e-commerce websites and various online portals for the purchase of personal care products such as protein shampoo and groceries as they can provide a wide range of products of various brands with special pricing and great discounts.

### Regional Insights

North America was the largest market for protein shampoo, accounting for largest share in 2022 on account of increasing prevalence of hair loss and dandruff among the buyers. Companies are investing in product innovations such as water smart products including dry shampoo, which helps in inducing the consumers to use less amount of water during hair wash. Moreover, these protein rich shampoos have additional benefits such as reducing the hair color loss and damage, which can arise from frequent washing.

### Key Market Players

Kavita Herbals

CavinKare Group.

Herbario Cosmetics (India) Private Limited.

Shiseido Company, Limited

Spatz Cosmeceutical Inc.

Ban Labs Ltd.

Dev Care

Bo International



Rebiga CO SNC

Guangzhou Chinchy Cosmetic Co.,Ltd

Report Scope:

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

Protein Shampoo Market, By Type:

Standard Protein Shampoo

Anti-Dandruff Protein Shampoo

Kids Protein Shampoo

Medicated Protein Shampoo

Others

Protein Shampoo Market, By End User:

Adults

Kids

Protein Shampoo Market, By Distribution Channel:

Supermarkets/Hypermarkets

Pharmacies/Drug Stores

Convenience Stores

Online

Others

Protein Shampoo 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 Protein Shampoo Market.

Available Customizations:

Global Protein Shampoo 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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