

UAE Hair Care Market, By Type (Hair Spray, Conditioner, Shampoo, Hair Oil, Others), By Distribution Channel (Modern Trade, General Store, Specialty Stores, Online Sales Channel, Others), By Region, Competition Forecast & Opportunities, 2027

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Abstracts

UAE Hair Care market is anticipated to witness potential growth in the forecast period, 2023-2027. Hair care involves the usage of various products to cleanse, maintain, and enhance the overall texture and appearance of the hair. These products usually include gels, oils, rinses, shampoos, dressings, conditioners, sprays, tonics, masks, and serums. At present times, numerous companies are launching novel and innovative products that are sulfate-free to keep up with the continuously evolving hair trends. Along with this, the inflating disposable income levels, enhancing living standards, and the growing adoption of a modern approach to grooming practices are positively influencing the hair care market across UAE. The growing hair-related problems and the emerging trends of hair styling in the fashion industry accelerate the market growth. Along with this, the increasing expenditure on beauty & personal care products, and changing grooming patterns are anticipated to stimulate market growth over the predicted years.

Expanding Fashion Sector is Expected to Bolster the Growth of the Hair Care Market

Hair care products including shampoo, hair color, hair conditioner, hair styling products, and hair oil are gaining popularity among consumers across the globe. The emerging trend in the fashion industry, advancement in the personal care industry, and rising awareness regarding hair care products are some of the factors propelling the growth of the hair care market. Also, the elevating trend of using hair color products, highlights, etc. is further driving the market growth. The growing economic growth, changing

lifestyle, and inclination toward professional hair treatment are supporting the growth of the market. A wide assortment of hair care products has been enriching the personal care industry. The enhancing focus on improving the performance of ingredients utilized in personal care products and the escalating demand for safer and organic products are expected to witness lucrative growth opportunities to generate revenue streams in the forthcoming years.

Escalating Demand for Shampoos and Hair Colors Augments the Market Growth

The elevating awareness of several hair care products for better health of hair is fueling the growth of the hair care market. Clinicians are also recommending regular shampoos and hair conditioners to minimize the harsh effects of pollution, thereby people of all ages consider hair washing as a part of routine care. The growing incidences of fungal infections resulting in dandruff and hair loss that has raised the level of awareness. In recent years, premature hair loss is increasingly being noticed among the younger populations which is propelling consumers to look for hair care products that can meet personalized requirements. With this, the expanding geriatric population is also another factor driving the demand for hair color products. All the aforementioned factors are supporting the growth of the hair care market across the UAE.

Continuous Product Innovations are Anticipated to Fuel the Market Growth

Hair care product manufacturers are increasing their focus on the development and launch of new and innovative products to cater to and meet the demands of the consumer. Presently, consumers are on a constant lookout for more efficient products that suit their requirements and lifestyle of consumers. The introduction of technologically advanced products to fulfill the needs of consumers that can provide UV ray protection, scalp care, and moisturizing benefits. The increasing focus on product premiumization and product line extension is growing on account of the consumer's willingness to pay more for innovative products. This, in turn, is expected to propel the growth of the hair care market in the upcoming years.

Market Segmentation

The UAE hair care market is segmented into type, distribution channel, regional distribution, and competitive landscape. Based on type, the market is divided into hair spray, conditioner, shampoo, hair oil, and others. Based on distribution channels, the market is segmented into modern trade, general stores, specialty stores, online sales channels, and others. To analyze the market based on the region, the UAE hair care

market is studied in major regions namely Dubai, Abu Dhabi, Sharjah, Rest of UAE.

Market Players

Procter & Gamble Gulf FZE, Unilever Gulf Fze, L'Oreal Middle East (L'Oreal), UAE, Estee Lauder Middle East, Dabur International Ltd., Kao Corporation, Henkel Jebel Ali Fzco, Amway, Chanel Limited FZE, Guerlain Middle East, are the significant market players operating in UAE hair care market.

Report Scope:

In this report, UAE hair care market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

UAE Hair Care Market, By Type:

Hair Spray

Conditioner

Shampoo

Hair Oil

Others

UAE Hair Care Market, By Distribution Channel:

Modern Trade

General Store

Specialty Stores

Online Sales Channel

Others

UAE Hair Care Market, By Region:

Dubai

Abu Dhabi

Sharjah

Rest of the UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in UAE hair care market.

Available Customizations:

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:

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Detailed analysis and profiling of additional market players (up to five).

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