

United States Hair Care Market, By Product Type (Hair Spray, Conditioner, Shampoo, Hair Oil, Others), By Sales Channel (Hypermarket/Supermarket, Departmental stores, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

The United States Hair Care Market was valued at USD 17.01 billion in 2024 and is projected to reach USD 20.86 billion by 2030, growing at a CAGR of 3.52% during the forecast period. Growth in this market is being driven by shifting consumer preferences toward natural, organic, and sustainable products. As consumers become more attentive to the health of their hair and scalp, demand for targeted solutions such as anti-thinning treatments, damage repair, and scalp-focused products is on the rise. The popularity of at-home treatments, including hair masks, serums, and deep conditioners, continues to expand as convenience and self-care trends gain momentum. Meanwhile, social media influencers and celebrity partnerships are playing a pivotal role in shaping purchasing decisions and introducing new trends, further fueling market expansion.

Key Market Drivers

Rising Demand for Natural and Organic Hair Care Products

Consumer demand for natural and organic hair care products is a primary growth driver for the U.S. hair care market. Growing awareness about the potential health risks of synthetic ingredients—such as parabens, sulfates, and silicones—has led consumers to favor clean-label and eco-friendly alternatives. Products formulated with plant-

based ingredients like coconut oil, argan oil, and aloe vera are increasingly sought after for their perceived safety and effectiveness.

This demand aligns with a broader cultural shift toward sustainability, prompting consumers to seek out brands that prioritize ethical sourcing, biodegradable packaging, and cruelty-free production. Major industry players are expanding their offerings to cater to these preferences, introducing lines that are vegan, organic-certified, and free from harsh chemicals. These natural solutions also align with the rising trend of “clean beauty,” where minimal, effective, and safe formulations are preferred. As transparency becomes a competitive differentiator, brands are being more open about ingredient sourcing and environmental practices, reinforcing consumer trust and brand loyalty.

Key Market Challenges

Intense Market Competition and Brand Differentiation

The U.S. hair care market is highly competitive, with numerous brands—both legacy and emerging—vying for consumer attention. Established corporations like Procter & Gamble, Unilever, and L'Oréal dominate shelf space, while indie and niche brands continue to capture market share through innovation and agility. However, the saturation of similar products in core categories like shampoos and conditioners creates a challenge for companies trying to differentiate.

Smaller brands often face high marketing costs and limited visibility, making it difficult to compete with the deep promotional budgets and widespread retail networks of larger firms. In this crowded environment, success hinges on a brand's ability to establish a unique value proposition—whether through customized solutions, exclusive ingredients, digital marketing, or inclusive branding. However, such differentiation often demands substantial investment in R&D and brand-building initiatives, which can be a barrier for new entrants or budget-constrained companies.

Key Market Trends

Increasing Focus on Hair Health and Scalp Care

Consumers are placing greater emphasis on hair and scalp health, driving demand for products that go beyond cleansing and styling to offer long-term nourishment and care. Scalp care has emerged as a critical segment, with products such as detox

shampoos, exfoliating scrubs, and serums addressing issues like dryness, itchiness, and buildup. The link between a healthy scalp and stronger hair is widely recognized, and brands are responding by formulating products specifically for scalp revitalization.

This trend is also influenced by a rising prevalence of hair thinning and hair loss, prompting the adoption of strengthening and regrowth-promoting treatments. At the same time, consumers are turning to nourishing solutions like hair oils, deep conditioning masks, and leave-in treatments to combat damage caused by heat styling, chemical treatments, and environmental stressors. These concerns are shaping product development across all price points, with innovation aimed at meeting growing expectations for efficacy, safety, and customization.

Key Market Players

The Procter & Gamble Company

Unilever plc

Johnson & Johnson Services, Inc.

Shiseido Americas Corporation

The Estée Lauder Companies Inc.

L'Oréal USA Inc.

Beiersdorf, Inc.

Amorepacific Corporation

Revlon Inc.

Kaia USA Inc.

Report Scope:

In this report, the United States Hair Care Market has been segmented into the following categories, in addition to the industry trends which have also been

detailed below:

United States Hair Care Market, By Product Type:

Hair Spray

Conditioner

Shampoo

Hair Oil

Others

United States Hair Care Market, By Sales Channel:

Hypermarket/Supermarket

Departmental Stores

Specialty Stores

Online

Others

United States Hair Care Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Hair Care Market.

Available Customizations:

United States Hair 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. UNITED STATES HAIR CARE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Hair Spray, Conditioner, Shampoo, Hair Oil, Others)

5.2.2. By Sales Channel (Hypermarket/Supermarket, Departmental stores, Specialty Stores, Online, Others)

5.2.3. By Regional

5.2.4. By Company (2024)

5.3. Market Map

6. UNITED STATES HAIR SPRAY MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Sales Channel

7. UNITED STATES CONDITIONER MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Sales Channel

8. UNITED STATES SHAMPOO MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Sales Channel

9. UNITED STATES HAIR OIL MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Sales Channel

10. MARKET DYNAMICS

10.1. Drivers

10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

11.1. Merger & Acquisition (If Any)

11.2. Product Launches (If Any)

11.3. Recent Developments

12. UNITED STATES ECONOMIC PROFILE

13. POLICY & REGULATORY LANDSCAPE

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles

14.1.1. The Procter & Gamble Company

14.1.1.1. Business Overview

14.1.1.2. Company Snapshot

14.1.1.3. Products & Services

14.1.1.4. Financials (As Per Availability)

14.1.1.5. Key Market Focus & Geographical Presence

14.1.1.6. Recent Developments

14.1.1.7. Key Management Personnel

14.1.2. Unilever plc

14.1.3. Johnson & Johnson Services, Inc.

14.1.4. Shiseido Americas Corporation

14.1.5. The Estee Lauder Companies Inc

14.1.6. L'Oreal USA Inc.

14.1.7. Beiersdorf, Inc.

14.1.8. Amorepacific Corporation

14.1.9. Revlon Inc.

14.1.10. Kao USA Inc.

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

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