

United States 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 Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The United States Hair and Scalp Care Market was valued at USD 17.95 billion in 2024 and is anticipated to reach USD 24.84 billion by 2030, growing at a CAGR of 5.62% during the forecast period. The market is witnessing steady growth, primarily driven by increasing consumer awareness around hair and scalp wellness. With rising concerns related to issues like dandruff, hair thinning, dryness, and irritation, consumers are seeking targeted solutions that promote healthy scalp conditions and hair vitality. The surge in demand for products formulated with natural, organic, and chemical-free ingredients reflects a growing preference for safer and more holistic personal care. The market spans a diverse range of offerings, including shampoos, conditioners, oils, serums, and specialized treatments. The shift toward personalized hair care and the convenience of online retail channels are further contributing to the sector's expansion, offering consumers greater accessibility and customization options.

Key Market Drivers

Increasing Consumer Awareness of Hair and Scalp Health

The growing awareness of scalp health as an integral part of overall hair care is a major

driver in the U.S. market. Consumers are becoming more knowledgeable about the role of a balanced and nourished scalp in preventing common concerns such as hair thinning, irritation, dandruff, and dryness. This heightened awareness has fueled demand for products specifically designed to support scalp health, with targeted formulations that include moisturizing scalp creams, anti-dandruff treatments, and hair-thinning prevention shampoos. Educational campaigns, digital content, and product labeling have all contributed to this trend, encouraging consumers to adopt proactive hair and scalp care routines.

Key Market Challenges

Market Saturation and Intense Competition

The United States Hair and Scalp Care Market faces growing saturation, with numerous brands offering a wide variety of similar products across categories such as shampoos, conditioners, treatments, and oils. This competitive landscape creates challenges for new entrants and smaller brands seeking to gain visibility. Large, well-established companies often dominate retail and digital shelf space through aggressive marketing and widespread distribution, making it difficult for niche players to gain traction. With an overwhelming range of options, consumers may also struggle to identify products best suited to their individual needs, leading to reduced brand loyalty and greater decision fatigue.

Key Market Trends

Personalization and Customized Hair Care Solutions

Personalized hair care has emerged as a leading trend, with consumers increasingly favoring customized solutions tailored to their hair type, scalp conditions, and lifestyle factors. Direct-to-consumer brands are utilizing online quizzes, diagnostic tools, and data analytics to deliver bespoke product recommendations. Custom formulations that target specific concerns such as dandruff, dry scalp, or hair thinning are gaining popularity, particularly among younger demographics who prioritize individuality and functional benefits. This trend reflects a broader consumer shift toward personalization and is shaping new business models focused on individualized care and premium product offerings.

Key Market Players

Kaneb%li%Cosmetics Inc.

Unilever plc

Johnson & Johnson Services, Inc.

Shiseid%li%Americas Corporation

The Estee Lauder Companies Inc

L'Or?al S.A.

Beiersdorf, Inc.

Amorepacific Corporation

Revlon Inc.

Ka%li%USA Inc.

Report Scope:

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

United States Hair and Scalp Care Market, By Product Type:

Anti-dandruff

Hair Loss

Dry & Itchy Scalp

White & Grey Hair

Others

United States Hair and Scalp Care Market, By Sales Channel:

Hypermarket/Supermarket

Departmental Stores

Pharmacy

Online

Others

United States Hair and Scalp Care Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

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

Available Customizations:

United States 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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