

# **Black Haircare Market Size, Share, and Outlook, 2025 Report- By Type (Shampoos, Conditioners, Oils, Styling Creams, Gels, Mousses, Sprays, Relaxers, Keratin Treatments, Others), Hair (Straight Hair, Wavy Hair, Curly Hair, Coily Hair), Gender (Female, Male), End User (Residential, Commercial), Distribution Channel (Company Websites, Third-Party Online Stores, Supermarkets and Hypermarkets, Convenience Stores, Salons, Others), and Companies, 2021-2032**

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## **Abstracts**

### **Black Haircare Market Outlook**

The global Black Haircare market is expected to register a growth rate of 6.5% during the forecast period from \$8.4 Billion in 2024 to \$13.9 Billion in 2032. The Black Haircare market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Black Haircare segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Shampoos, Conditioners, Oils, Styling Creams, Gels, Mousses, Sprays, Relaxers, Keratin Treatments, Others), Hair (Straight Hair, Wavy Hair, Curly Hair, Coily Hair), Gender (Female, Male), End User (Residential, Commercial), Distribution Channel (Company Websites, Third-Party Online Stores, Supermarkets and Hypermarkets, Convenience Stores, Salons, Others). Over 70 tables

and charts showcase findings from our latest survey report on Black Haircare markets.

## Black Haircare Market Insights, 2025

The black haircare market in 2025 is an influential and rapidly expanding segment within the broader personal care industry, responding to the unique needs and preferences of consumers with textured, coily, and curly hair types. This market prioritizes moisturizing, strengthening, and protective products that address common concerns such as dryness, breakage, shrinkage, and scalp health. Ingredients such as shea butter, coconut oil, castor oil, and botanical extracts are prevalent, emphasizing natural and nourishing formulations. The market also sees significant innovation in styling products like curl definers, gels, and leave-in conditioners tailored for afro-textured hair. Inclusivity and representation have become key marketing pillars, with brands collaborating with Black influencers and communities to authentically connect with consumers. Retail penetration includes mass-market channels, specialty beauty stores, and increasing online presence through direct-to-consumer models. Consumer education on protective styling, hair health, and product ingredient transparency further fuels demand. The segment's growth reflects broader social and cultural movements celebrating Black beauty and identity.

## Five Trends that will define global Black Haircare market in 2025 and Beyond

A closer look at the multi-million global market for Black Haircare identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Black Haircare companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Black Haircare industry?

The Black Haircare sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Black Haircare Market Segment Insights

The Black Haircare industry presents strong offers across categories. The analytical report offers forecasts of Black Haircare industry performance across segments and countries. Key segments in the industry include By Type (Shampoos, Conditioners, Oils, Styling Creams, Gels, Mousses, Sprays, Relaxers, Keratin Treatments, Others), Hair (Straight Hair, Wavy Hair, Curly Hair, Coily Hair), Gender (Female, Male), End User (Residential, Commercial), Distribution Channel (Company Websites, Third-Party Online Stores, Supermarkets and Hypermarkets, Convenience Stores, Salons, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Black Haircare market size outlook is provided for 22 countries across these regions.

## Market Value Chain

The chapter identifies potential companies and their operations across the global Black Haircare industry ecosystem. It assists decision-makers in evaluating global Black Haircare market fundamentals, market dynamics, and disruptive trends across the value chain segments.

## Scenario Analysis and Forecasts

Strategic decision-making in the Black Haircare industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

## Asia Pacific Black Haircare Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid

shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Black Haircare Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Black Haircare with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Black Haircare market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Black Haircare market Insights Executives are most excited about opportunities for the US Black Haircare industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Black Haircare companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Black Haircare market.

Latin American Black Haircare market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

## Middle East and Africa Black Haircare Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Black Haircare markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Black Haircare markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Black Haircare companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Ales Groupe (Impala SAS), Beiersdorf AG, Genesis Private Label Inc., Godrej Consumer Products Limited, Johnson and Johnson, L'Oréal S.A., Luster Products Inc., ORS Hair Care (ORS Olive Oil Corporation), Procter and Gamble Co., Revlon Inc., Shiseido Co., Ltd., TCB Naturals Nigeria Limited, The Estée Lauder Companies Inc., Unilever PLC.

## Black Haircare Market Scope

### Leading Segments

#### By Type

Shampoos

Conditioners

Oils

Styling Creams

Gels

Mousses

Sprays

Relaxers

Keratin Treatments

Others

By Hair

Straight Hair

Wavy Hair

Curly Hair

Coily Hair

By Gender

Female

Male

By End User

Residential

Commercial

By Distribution Channel

Company Websites

Third-Party Online Stores

Supermarkets and Hypermarkets

Convenience Stores

Salons

Others

Leading Companies

Ales Groupe (Impala SAS)

Beiersdorf AG

Genesis Private Label Inc.

Godrej Consumer Products Limited

Johnson and Johnson

L'Oréal S.A.

Luster Products Inc.

ORS Hair Care (ORS Olive Oil Corporation)

Procter and Gamble Co.

Revlon Inc.

Shiseido Co., Ltd.

TCB Naturals Nigeria Limited

The Estée Lauder Companies Inc.

Unilever PLC

## Geographies

North America US, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

## Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Beiersdorf AG

Genesis Private Label Inc.

Godrej Consumer Products Limited

Johnson and Johnson

L'Oréal S.A.

Luster Products Inc.

ORS Hair Care (ORS Olive Oil Corporation)

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