

Hair Perfume Market Size, Share, and Outlook, 2025 Report- By Ingredient (Argan Oil, Coconut Oil, Beeswax), Gender (Men, Women), Fragrance (Floral, Fresh, Spicy, Woody, Fruity and Citrus), Distribution Channel (Hypermarkets and Supermarkets, Convenience Stores, Specialty Stores, Online), and Companies, 2021-2032

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Abstracts

Hair Perfume Market Outlook

The global Hair Perfume market is expected to register a growth rate of 5.1% during the forecast period from \$9.2 Billion in 2024 to \$13.7 Billion in 2032. The Hair Perfume 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 Hair Perfume segments across 22 countries from 2021 to 2032. Key segments in the report include By Ingredient (Argan Oil, Coconut Oil, Beeswax), Gender (Men, Women), Fragrance (Floral, Fresh, Spicy, Woody, Fruity and Citrus), Distribution Channel (Hypermarkets and Supermarkets, Convenience Stores, Specialty Stores, Online). Over 70 tables and charts showcase findings from our latest survey report on Hair Perfume markets.

Hair Perfume Market Insights, 2025

The hair perfume market is growing as consumers increasingly seek specialized fragrances that provide long-lasting, pleasant scents without the harshness of traditional

perfumes. Hair perfumes are formulated to be gentle on hair, often enriched with conditioning agents and vitamins to prevent dryness and damage caused by environmental factors. Rising awareness about personal grooming and the desire for unique scent layering drive demand, especially among millennials and Gen Z. The market offers diverse fragrance profiles, including floral, fruity, and musky notes, catering to different preferences and seasons. Distribution is strong in premium beauty stores, salons, and e-commerce platforms. Brands emphasize cruelty-free, vegan, and alcohol-free formulations responding to consumer demand for ethical and gentle products.

Five Trends that will define global Hair Perfume market in 2025 and Beyond

A closer look at the multi-million global market for Hair Perfume identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Hair Perfume 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 Hair Perfume industry?

The Hair Perfume 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.

Hair Perfume Market Segment Insights

The Hair Perfume industry presents strong offers across categories. The analytical report offers forecasts of Hair Perfume industry performance across segments and countries. Key segments in the industry include By Ingredient (Argan Oil, Coconut Oil, Beeswax), Gender (Men, Women), Fragrance (Floral, Fresh, Spicy, Woody, Fruity and Citrus), Distribution Channel (Hypermarkets and Supermarkets, Convenience Stores, Specialty Stores, Online). 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, Hair Perfume 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 Hair Perfume industry ecosystem. It assists decision-makers in evaluating global Hair Perfume market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Hair Perfume 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 Hair Perfume 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 Hair Perfume 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 Hair Perfume 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 Hair Perfume market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Hair Perfume market Insights Executives are most excited about opportunities for the US Hair Perfume industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Hair Perfume 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 Hair Perfume market.

Latin American Hair Perfume 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 Hair Perfume 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 Hair Perfume 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 Hair Perfume markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Hair Perfume 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 Natura andCo Holding S.A, Chanel S.A., Coty Inc., L'Oréal S.A., LVMH Moët Hennessy Louis Vuitton SE, Natura andCo Holding S.A., Hair Shots, LLC, Tocca, Inc., Sundial Brands, LLC, Shiseido Company, Limited, Christian Dior SE, Diptyque Paris, The Estée Lauder Companies Inc., Byredo AB.

Hair Perfume Market Scope

Leading Segments

By Ingredient

Argan Oil

Coconut Oil

Beeswax

By Gender

Men

Women

By Fragrance

Floral

Fresh

Spicy

Woody

Fruity and Citrus

By Distribution Channel

Hypermarkets and Supermarkets

Convenience Stores

Specialty Stores

Online

Leading Companies

Natura andCo Holding S.A

Chanel S.A.

Coty Inc.

L'Oréal S.A.

LVMH Moët Hennessy Louis Vuitton SE

Natura andCo Holding S.A.

Hair Shots, LLC

Tocca, Inc.

Sundial Brands, LLC

Shiseido Company, Limited

Christian Dior SE

Diptyque Paris

The Est?e Lauder Companies Inc.

Byredo AB

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi 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.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Hair Perfume Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Hair Perfume Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL HAIR PERFUME MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Hair Perfume Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. HAIR PERFUME MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032
- By Ingredient
 - Argan Oil
 - Coconut Oil
 - Beeswax
- By Gender
 - Men
 - Women
- By Fragrance
 - Floral
 - Fresh
 - Spicy
 - Woody
 - Fruity and Citrus
- By Distribution Channel
 - Hypermarkets and Supermarkets
 - Convenience Stores
 - Specialty Stores
 - Online

6. GLOBAL HAIR PERFUME MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case

6.3 High Growth Scenario

6. NORTH AMERICA HAIR PERFUME MARKET SIZE OUTLOOK

6.1 Key Market Statistics, 2024

6.2 North America Hair Perfume Market Trends and Growth Opportunities

6.2.1 North America Hair Perfume Market Outlook by Type

6.2.2 North America Hair Perfume Market Outlook by Application

6.3 North America Hair Perfume Market Outlook by Country

6.3.1 The US Hair Perfume Market Outlook, 2021- 2032

6.3.2 Canada Hair Perfume Market Outlook, 2021- 2032

6.3.3 Mexico Hair Perfume Market Outlook, 2021- 2032

7. EUROPE HAIR PERFUME MARKET SIZE OUTLOOK

7.1 Key Market Statistics, 2024

7.2 Europe Hair Perfume Market Trends and Growth Opportunities

7.2.1 Europe Hair Perfume Market Outlook by Type

7.2.2 Europe Hair Perfume Market Outlook by Application

7.3 Europe Hair Perfume Market Outlook by Country

7.3.2 Germany Hair Perfume Market Outlook, 2021- 2032

7.3.3 France Hair Perfume Market Outlook, 2021- 2032

7.3.4 The UK Hair Perfume Market Outlook, 2021- 2032

7.3.5 Spain Hair Perfume Market Outlook, 2021- 2032

7.3.6 Italy Hair Perfume Market Outlook, 2021- 2032

7.3.7 Russia Hair Perfume Market Outlook, 2021- 2032

7.3.8 Rest of Europe Hair Perfume Market Outlook, 2021- 2032

8. ASIA PACIFIC HAIR PERFUME MARKET SIZE OUTLOOK

8.1 Key Market Statistics, 2024

8.2 Asia Pacific Hair Perfume Market Trends and Growth Opportunities

8.2.1 Asia Pacific Hair Perfume Market Outlook by Type

8.2.2 Asia Pacific Hair Perfume Market Outlook by Application

8.3 Asia Pacific Hair Perfume Market Outlook by Country

8.3.1 China Hair Perfume Market Outlook, 2021- 2032

8.3.2 India Hair Perfume Market Outlook, 2021- 2032

8.3.3 Japan Hair Perfume Market Outlook, 2021- 2032

8.3.4 South Korea Hair Perfume Market Outlook, 2021- 2032

- 8.3.5 Australia Hair Perfume Market Outlook, 2021- 2032
- 8.3.6 South East Asia Hair Perfume Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Hair Perfume Market Outlook, 2021- 2032

9. SOUTH AMERICA HAIR PERFUME MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Hair Perfume Market Trends and Growth Opportunities
 - 9.2.1 South America Hair Perfume Market Outlook by Type
 - 9.2.2 South America Hair Perfume Market Outlook by Application
- 9.3 South America Hair Perfume Market Outlook by Country
 - 9.3.1 Brazil Hair Perfume Market Outlook, 2021- 2032
 - 9.3.2 Argentina Hair Perfume Market Outlook, 2021- 2032
 - 9.3.3 Rest of South and Central America Hair Perfume Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA HAIR PERFUME MARKET SIZE OUTLOOK

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Hair Perfume Market Trends and Growth Opportunities
 - 10.2.1 Middle East and Africa Hair Perfume Market Outlook by Type
 - 10.2.2 Middle East and Africa Hair Perfume Market Outlook by Application
- 10.3 Middle East and Africa Hair Perfume Market Outlook by Country
 - 10.3.1 Saudi Arabia Hair Perfume Market Outlook, 2021- 2032
 - 10.3.2 The UAE Hair Perfume Market Outlook, 2021- 2032
 - 10.3.3 Rest of Middle East Hair Perfume Market Outlook, 2021- 2032
 - 10.3.4 South Africa Hair Perfume Market Outlook, 2021- 2032
 - 10.3.5 Egypt Hair Perfume Market Outlook, 2021- 2032
 - 10.3.6 Rest of Africa Hair Perfume Market Outlook, 2021- 2032

11. COMPANY PROFILES

- 11.1 Leading 10 Companies
 - Natura andCo Holding S.A
 - Chanel S.A.
 - Coty Inc.
 - L'Oréal S.A.
 - LVMH Moët Hennessy Louis Vuitton SE
 - Natura andCo Holding S.A.
 - Hair Shots, LLC

Tocca, Inc.
Sundial Brands, LLC
Shiseido Company, Limited
Christian Dior SE
Diptyque Paris
The Est?e Lauder Companies Inc.
Byredo AB
11.2 Overview
11.3 Products and Services
11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options
12.2 Customization Options
12.3 Publisher Details

I would like to order

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