

Henna Powder Market Size, Share, and Outlook, 2025 Report- By Type (Neutral Henna, Red Henna, Brown Henna, Blond Henna, Mahogany Henna), Application (Hair Coloring, Tattoo, Others), Nature (Synthetic, Organic, Natural), Distribution Channel (Pharmacy and Drug Stores, Hypermarkets and Supermarkets, Departmental Stores, Online, Others), and Companies, 2021-2032

<https://marketpublishers.com/r/HF84C06F9511EN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: HF84C06F9511EN

Abstracts

Henna Powder Market Outlook

The global Henna Powder market is expected to register a growth rate of 9.1% during the forecast period from \$135.6 Billion in 2024 to \$272.2 Billion in 2032. The Henna Powder 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 Henna Powder segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Neutral Henna, Red Henna, Brown Henna, Blond Henna, Mahogany Henna), Application (Hair Coloring, Tattoo, Others), Nature (Synthetic, Organic, Natural), Distribution Channel (Pharmacy and Drug Stores, Hypermarkets and Supermarkets, Departmental Stores, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Henna Powder markets.

Henna Powder Market Insights, 2025

The henna powder market is experiencing renewed interest as consumers turn to natural, chemical-free personal care solutions inspired by cultural heritage. Traditionally used for body art and hair coloring in South Asian, Middle Eastern, and North African regions, henna is now being embraced globally as part of the clean beauty movement. Its appeal lies in its botanical origin, non-toxic profile, and multifunctional use as both a cosmetic and a hair strengthener. Companies are launching henna products with added botanicals like amla, hibiscus, and indigo to enhance conditioning benefits and broaden color ranges. The popularity of henna in bridal makeup, festivals, and wellness spas in Western markets also reflects a growing acceptance of global beauty rituals, encouraging both mass-market and artisanal henna product expansions.

Five Trends that will define global Henna Powder market in 2025 and Beyond

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

The Henna Powder 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.

Henna Powder Market Segment Insights

The Henna Powder industry presents strong offers across categories. The analytical report offers forecasts of Henna Powder industry performance across segments and countries. Key segments in the industry include By Type (Neutral Henna, Red Henna, Brown Henna, Blond Henna, Mahogany Henna), Application (Hair Coloring, Tattoo, Others), Nature (Synthetic, Organic, Natural), Distribution Channel (Pharmacy and Drug Stores, Hypermarkets and Supermarkets, Departmental Stores, Online, 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, Henna Powder 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 Henna Powder industry ecosystem. It assists decision-makers in evaluating global Henna Powder market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

The US Henna Powder market Insights Executives are most excited about opportunities for the US Henna Powder industry.

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

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

Competitive Landscape How Henna Powder 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 NMP Udhyog, Manish International, Kirpal Export Overseas, Real Henna Products, Taj Henna Products, Prem Henna Pvt. Ltd., R.K. and Company, Henna Caravan, SM Heena Industries, Jovees Herbal Care India Ltd., The Herb Boutique, Hanihan, VLCC Health Care Limited, Godrej Consumer Products Limited.

Henna Powder Market Scope

Leading Segments

By Type

Neutral Henna

Red Henna

Brown Henna

Blond Henna

Mahogany Henna

By Application

Hair Coloring

Tattoo

Others

By Nature

Synthetic

Organic

Natural

By Distribution Channel

Pharmacy and Drug Stores

Hypermarkets and Supermarkets

Departmental Stores

Online

Others

Leading Companies

NMP Udhyog

Manish International

Kirpal Export Overseas

Real Henna Products

Taj Henna Products

Prem Henna Pvt. Ltd.

R.K. and Company

Henna Caravan

SM Heena Industries

Jovees Herbal Care India Ltd.

The Herb Boutique

Hanihan

VLCC Health Care Limited

Godrej Consumer Products Limited

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.

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By Type

Neutral Henna

Red Henna

Brown Henna

Blond Henna

Mahogany Henna

By Application

Hair Coloring

Tattoo

Others

By Nature

Synthetic

Organic

Natural

By Distribution Channel

Pharmacy and Drug Stores

Hypermarkets and Supermarkets

Departmental Stores

Online

Others

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 - Manish International
 - Kirpal Export Overseas
 - Real Henna Products

Taj Henna Products
Prem Henna Pvt. Ltd.
R.K. and Company
Henna Caravan
SM Heena Industries
Jovees Herbal Care India Ltd.
The Herb Boutique
Hanihan
VLCC Health Care Limited
Godrej Consumer Products Limited
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