

Hair Care Market United States 2016 Share, Trend, Segmentation and Forecast to 2020

The 2016 Report on Hair Care United States Market Segmentation and Major Players Analysis 2020

PUNE, INDIA, July 22, 2016 /EINPresswire.com/ -- The United States of America represents the largest market for [hair care](#) products under the personal and beauty care segment. Despite being huge, the US has exhibited an aggregate growth not befitting a large market. Saturation of products and high competition in parallel with a number of other economic factors have resulted in a YoY growth that is much lower in its other emerging counterparts.

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However, the US market has to its advantage a diversity that is common only to developed markets. High degree of ethnic variety and the resultant miscegenation gives opportunities to a number of hair care players. The total hair care market in the US is worth US\$ XX.XX billion. The US salon hair care market represents a total worth of almost US\$65 billion, both growing at a CAGR of X.XX% and X.XX% respectively. In 2012, the shampoo and conditioner market was worth US\$ 4.3 bn, hair styling aids were pegged at US\$ 1.8 bn, and hair colouring US\$ 1.7 bn.

While aggregate growth may seem stagnated, individual sectors within the hair care market have shown phenomenal growth and have been driving the innovation and growth in the hair care market in the US. Some trends include upcoming products and types of hair care products for natural curls, 'ethnic' hair care market, men's hair care etc which is increasing in worth across the country.

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The US hair care market is going through a transformation of sorts. Sales of shampoos and conditioners have been declining because of emerging technologies in post colour care through new scalp treatments, and retail available in the salons. Salon usage has decreased due to tighter purse strings, salons and products offering discounts attracting more customers. Styling products are being replaced with easy appliances with DIY properties. Furthermore, herbal care, including different oils has become prevalent. Product sales have been suffering from a slowdown because of increased awareness of using natural easily available/acquired products in DIY hair care and hair therapies, through high perpetration of beauty and lifestyle blogs. Overall, L'Oreal distribution has been losing market share to BSG, the Beauty Systems Group distribution company. Brands like L'Oreal, Garnier Nutrisse, Clairol Nice n Easy, Revlon, Conair, TRESemme, Just for Men, Organix, Suave, Rogaine and Head & Shoulders have the largest market shares. In the high growth hair care market for Ethnic or African-American hair types, brands like Organic, SoftSheen-Carson Africa's Best, Luster's, African Pride, Ultra Sheen, Pro-Line, Motions hold the largest market share, ranging from about 15% to about 1.5%.

Drivers

Innovative and extensive discounts

Lower priced innovations in both products and salons drive market competence and share in the US market.

The ethnic hair care market space is relatively sparser, and is filled up by alternative types of care offered by start-ups inspired from DIY hair care.

Social media, beauty blog reviews, continuance of experimentation with new technologies is driving the market growth here.

An aging population will drive the hair colourant market.

Men's hair care also exhibits high growth, while e-commerce is the upcoming high growth distribution channel.

Challenges

Tighter purse strings due to decreased disposable income

Increasing inclination towards DIY fixes new and innovative appliances, natural and home-made hair care remedies, prohibitive cost of some products form the bottleneck in the hair care market in the US.

What the report offers

Market analysis for the US hair care market, with country specific assessments.

Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a regional scale.

Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.

Identification and analysis of the Macro and Micro factors that affect the US hair care market on regional scale.

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information

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