

Global Hair Care Market 2017 Share,Trend,Segmentation and Forecast to 2021

WiseGuyReports.Com Publish a New Market Research Report On – “Global Hair Care Market 2017 Share,Trend,Segmentation and Forecast to 2021”.

PUNE, INDIA, March 14, 2017 /
EINPresswire.com/ --

The market research analyst predicts the [global hair care market](#) to grow at a CAGR of around 3% during the forecast period. The growing number of fashion conscious consumers and the rise in male grooming are driving the growth of the hair care market globally. The increase in the aging population in developed nations such as the US, the UK, Canada, Germany, China, and Japan has also boosted the sales of hair care products.

The growth of organized retail is also expected to drive the growth of the market during the forecast period. Hair care products are exclusively kept on separate shelves in the beauty and personal care sections in the retail stores. For instance, Wal-Mart, one of the largest organized retail chains in the world, contributed 14% of P&G's net revenue during 2014.



hair Care Market

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Product segmentation and analysis of the hair care market

Shampoo

Hair color

Conditioner

Hair styling products

Shampoos accounted for 34% of the market share during 2014 and is expected to reach a market value of around USD 28 billion by 2019. The report predicts Brazil, China, and India to be the fastest-growing region in the shampoo segment during the forecast period.

Geographical segmentation and analysis of the global hair care market

Americas
APAC
Europe
MEA

The Americas were the largest revenue contributor during 2014 with a market share of around 37%. The developed economy and changing consumption pattern in this region are primarily driving the market. The aging population has also contributed to the growth of this region as a result of the early adoption of hair colors and dyes. The US is the largest market in this region with a revenue share of around 15%.

Competitive landscape and key vendors

The competition in the global hair care market is intense with the leading vendors competing on the basis of product offerings. During 2014, the key vendors contributed nearly 44% of the global revenue.

The key vendors in the market are €”

L'OrÃ©al
P&G
Henkel
Kao
Unilever

Other vendors in the market include Avon Products, Cadiveu Professional, Chatters Canada, Combe, Conair, EstÃ©e Lauder, Godrej, Johnson & Johnson, Revlon, Shiseido, Toni & Guy Hairdressing, and World Hair Cosmetics.

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Key questions answered in the report include

What will the market size and the growth rate be in 2019?

What are the key factors driving the global hair care market?

What are the key market trends impacting the growth of the global hair care market?

What are the challenges to market growth?

Who are the key vendors in the hair care market?

What are the market opportunities and threats faced by the vendors in the hair care market?

Trending factors influencing the market shares of the Americas, APAC, Europe, and MEA?

What are the key outcomes of the five forces analysis of the global hair care market?

Table Of Contents – Major Key Points

PART 01: Executive summary

- Highlights

PART 02: Scope of the report

- Top-vendor offerings

PART 03: Market research methodology

- Research methodology
- Economic indicators

PART 04: Introduction

- Key market highlights

PART 05: Market landscape

- Market overview
- Market size and forecast
- Five forces analysis

PART 06: Market segmentation by product

PART 07: Geographical segmentation

PART 08: Key leading countries

PART 09: Market drivers

PART 10: Impact of drivers

PART 11: Market challenges

PART 12: Impact of drivers and challenges

PART 13: Market trends

PART 14: Vendor landscape

- Competitive scenario
- Market share analysis 2014
- Other prominent vendors

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