

Global Hair Serum Market Will Reach USD 1,700 Million by 2026: Facts & Factors

Global Hair Serum market is expected to grow above a CAGR of 8.8% and is anticipated to reach over USD 1,700 Million by 2026.

NEW YORK, UNITED STATES, July 3, 2020 /EINPresswire.com/ -- Findings from Facts and Factors report "[Hair Serum Market](#) By Type (Hair Styling Serum and Hair Treatment Serum), and By Distribution Channel (Supermarkets, Hypermarkets, Departmental Stores, Drug Stores, and Online E-Retailers): Global Industry Outlook, Market Size, Business

Intelligence, Consumer Preferences, Statistical Surveys, Comprehensive Analysis, Historical Developments, Current Trends, and Forecasts, 2020–2026" states that the global Hair Serum market in 2019 was approximately USD 900 Million. The market is expected to grow above a CAGR of 8.8% and is anticipated to reach over USD 1,700 Million by 2026.

Hair serum is a dry and glossy hair care product, usually after a hair shampoo. This product is gaining popularity for both sexes on the market. Endless newspaper advertisements and beauty salons have become popular with their serum on the global market. It is suggested that, in order to achieve excellent results with the drug, the right hair serum should be purchased on the basis of the client's hair type. The substance is liquid and has a fine consistency. Silicone, ceramides and other amino acids are the chemical ingredients for this hair care product. Silicone is a shiny element that gives extra shine to the hair and its smooth and free-frizzing properties.

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Hair Serum Market

of major market players, and key regions included.

The market for hair serum is a high demand commodity for hair care, as it has some additional benefits added to its use. Hair serum applied not only adds clarity, but also serves as a hair barrier by avoiding UV rays, pollution and other air contaminants. This preserves the hair for a longer period of time between scalp and hair washing. It is highly recommended for people who spend most of their time outside in one day because it has the properties to deal with serious hair problems. It is also best to use a common hair serum to benefit from all its advantages. Choosing the best hair sugar for your hair is a key factor before you buy a hair serum. The product is very popular with women who want to have smooth, bright hair all day long. It is best, however, to take a few precautions before using a hair serum. In addition to using a high end brand and the correct serum for the specific shape of your hair, you need to read the directions in the bottle and keep an eye on the quality of your hair.

The market for hair serum can be segmented by the type and channel of the drug. The segmentation product category includes two types of serum: serum hair coloring and serum hair care. Hair styling serum is the most common type of serum used by most males and females worldwide. Some dermatologists recommend serum hair care as prescribed. Supermarkets, hypermarkets, department stores, pharmacies and online retailers are the distribution channels of the hair serum market. The online platforms have made it possible for customers to read the product descriptions carefully before ordering, as well as to provide a number of exclusive deals and discounts.

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North America continues to dominate the global market for hair serum in 2019, owing to the increasing mandate of styling products combined with the increasing disposable income amongst the population residing in this region.

Top key players operating in the market are HerStyler Oy, Henkel AG & Company, KGaA, Kao Corporation, The Procter and Gamble Company, L'Oréal Group, Unilever PLC, Revlon, Inc., Giovanni Cosmetics, Inc., Natura & Co. (Avon Products, Inc.), John Paul Mitchell Systems, and Others.

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This report segments the Hair Serum market as follows:

Global Hair Serum Market: By Type Segmentation Analysis

Hair styling serum

Hair treatment serum

Global Hair Serum Market: By Distribution Channel Segmentation Analysis

Supermarkets

Hypermarkets

Departmental stores

Drug stores

Online e-retailers

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