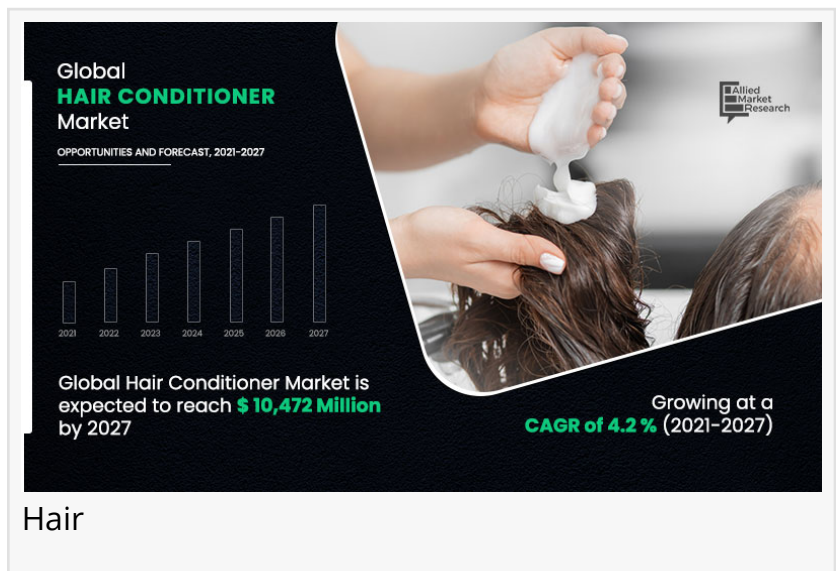


Demand of Hair Conditioner | Hair Conditioner Market to generate \$10.47 billion by 2027

PORTLAND, OREGON, UNITED STATES, January 21, 2022 /EINPresswire.com/ -- Rise in popularity of organic hair products, consumer preferences for hair treatments and masks, and need to protect hair from chemical-based products drive the growth of the global [hair conditioner market](#). However, harmful effects, expensive nature of hair products, and presence of substitutes hinder the market growth. On the other hand, surge in demand for natural and eco-friendly products and semi-solid hair conditioners present new opportunities in the coming years.



According to the report published by Allied Market Research, the global hair conditioner market generated \$8.46 billion in 2019, and is projected to generate \$10.47 billion by 2027, witnessing a CAGR of 4.2% from 2021 to 2027. The report offers a detailed analysis of changing market trends, top segments, value chain, key investment pockets, regional landscape, and competitive scenario.

The report provides detailed segmentation of the global hair conditioner market based on type, end user, distribution channel, and region.

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Based on type, the rinse-out segment contributed to the largest market share in 2019, holding around one-third of the total market share, and is projected to maintain its lead position during the forecast period. Moreover, this segment is estimated to register the largest CAGR of 4.8% from 2021 to 2027. The research also analyzes the segments including leave-in, deep, and others.

Based on end user, the women segment accounted for the highest share in 2019, contributing to nearly three-fifths of the global hair conditioner market, and is estimated to continue its dominance in terms of revenue during the forecast period. Moreover, this segment is projected to portray the highest CAGR of 4.5% from 2021 to 2027. The research also analyzes the segments including men and kids.

Covid-19 Scenario:

Manufacturing activities of hair conditioners were disrupted due to lockdown measures implemented by governments in many countries. In addition, the supply chain faced challenges due to restrictions on transportation activities.

The distribution channels such as supermarkets, hypermarkets, and specialty stores were closed during the lockdown. This resulted in a decline in sales of products. However, the sales would grow steadily during the post-lockdown.

During the pandemic, consumer preference shifted toward natural ingredient-based products for hair conditioning.

Get detailed COVID-19 impact analysis on the Global Hair conditioner Market@

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Based on region, Europe held the largest share in 2019, accounting for more than one-third of the total share, and is expected to maintain its leadership status by 2027. Moreover, this region is projected to manifest the fastest CAGR of 5.0% during the forecast period.

Leading players of the global hair conditioner market analyzed in the research include Estee Lauder Companies, Hindustan Unilever Limited, Henkel AG & Co. KGaA, Kao Group, Johnson & Johnson, Marico Limited, L'Oreal S.A., Oriflame Holding AG, Natura & Co., and Procter & Gamble (P&G).

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