

Global Luxury Hair Care Products Market Continues to Thrive, Projected to Reach \$29.44 Billion by 2027

The Business Research Company's Luxury Hair Care Products Global Market Report 2023 – Market Size, Trends, And Global Forecast 2023-2032

LONDON, GREATER LONDON, UK, November 8, 2023 /EINPresswire.com/ -- The global luxury hair care products market boasts an impressive growth trajectory, ascending from \$20.74 billion in

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The market size of luxury hair care products is expected to grow to \$29.44 billion in 2027 at a CAGR of 7.1%.”

The Business Research Company

2022 to \$22.37 billion in 2023, at a notable compound annual growth rate (CAGR) of 7.9%. Despite the challenging global scenario induced by the Russia-Ukraine conflict and the lingering impact of the COVID-19 pandemic, [the luxury hair care market](#) is anticipated to expand substantially, reaching \$29.44 billion by 2027. This growth is underpinned by the economic sanctions, price surges in commodities, and supply chain disruptions, fostering inflation across various sectors worldwide.

Driving Forces: Ascending E-Commerce Penetration and Emphasis on Product Innovation

The surging prevalence of e-commerce platforms is expected to be a major driver for the [growth of the luxury hair care market](#) in the forthcoming years. The seamless integration of e-commerce facilitates swift transactions, direct product sales to consumers, and home delivery services, thereby catalyzing [the demand for luxury hair care products](#). Notably, the global e-commerce retail market witnessed a substantial surge from \$3.46 trillion to \$4.29 trillion in 2020, marking a current penetration rate of 20.2%, as reported by Digital360, an Italy-based digital branding provider. This profound increase in e-commerce penetration is anticipated to significantly bolster the demand for luxury hair care products during the forecast period.

The market is also witnessing a notable trend of product innovation among key players, leading to the launch of novel product lines within the luxury hair care segment. For example, in May 2022, Medimix, an India-based manufacturer of cosmetic products, expanded its hair care portfolio with the introduction of the organic total care shampoo. This revolutionary shampoo incorporates a unique blend of wheat protein and nine natural herbs, including tea tree oil, rosemary oil, neem, and wild ginger, offering an array of benefits such as hair loss reduction,

anti-dandruff properties, and effective hair conditioning.

Gain comprehensive insights into the global luxury hair care products market through a detailed sample report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=7125&type=smp>

Segments:

- Product Type: Shampoos, Conditioners, Hair Coloring Products, Hair Styling Products, Hair Oil, Other Product Types
- Distribution Channel: Supermarkets and Hypermarkets, Departmental Stores, Specialty Stores, E-commerce, Other Distribution Channels

Key Market Players: Innovating for Future Growth

Key industry players such as L'Oreal S.A., The Estee Lauder Companies Inc., and Unilever plc, are strategically focusing on product innovation to maintain their prominence within the competitive luxury hair care market.

Geographical Insights: Asia-Pacific Spearheading Market Growth

With Asia-Pacific leading the luxury hair care market in 2022, the region is expected to continue as the primary driver of market growth in the forecast period. The comprehensive market analysis encompasses detailed insights into regional dynamics, market trends, and emerging opportunities, providing a comprehensive understanding of the market landscape.

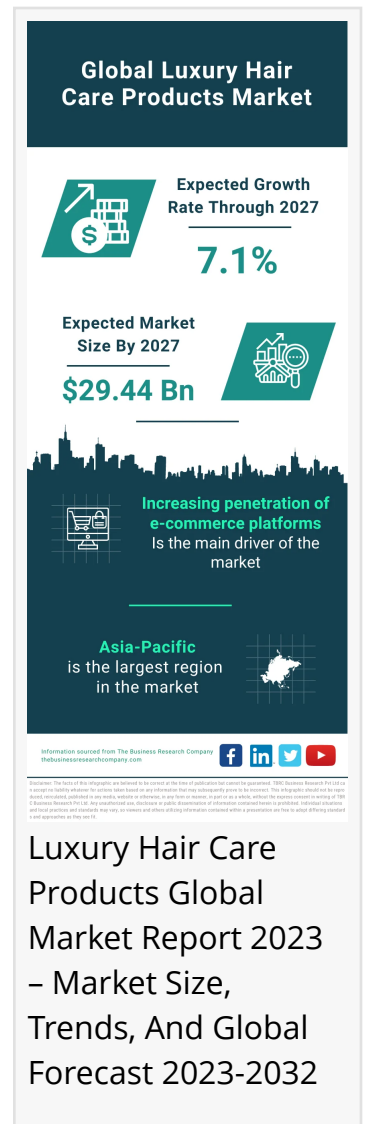
Access the complete report for an in-depth analysis of the global luxury hair care products market:

<https://www.thebusinessresearchcompany.com/report/luxury-hair-care-products-global-market-report>

Luxury Hair Care Products Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.



The Luxury Hair Care Products Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on luxury hair care products market size, luxury salon products market drivers and trends, luxury hair products market major players, luxury hair care market competitors' revenues, market positioning, and luxury hair growth products market growth across geographies. The luxury hair care products market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 3000+ detailed industry reports, spanning over 3000+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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