

# Hair Care Products Market Size to Worth Around USD 124.01 Bn by 2031 | L'Oréal S.A., Beiersdorf AG

*The hair care products market is estimated to be valued at USD 99.47 Bn in 2024 and is expected to reach USD 124.01 Bn by 2031*

BURLINGAME, CALIFORNIA, UNITED STATES, July 31, 2024  
/EINPresswire.com/ -- Market Overview:

Hair care products are used to clean, treat and improve the appearance of hair. These products help maintain hygiene and provide nourishment to hair. They include shampoos, conditioners, hair serums, hair styling products such as hair gels and mousses.

## Market Dynamics:

The hair care products market is witnessing high growth owing to increasing consumer spending on personal care products and growing awareness about hair care. Consumers are increasingly spending on premium hair care products to maintain healthy hair and prevent hair damage from environmental factors. Furthermore, rising demand for natural and organic hair care products is also fueling market growth. Manufacturers are focusing on launching natural hair care products with added benefits like moisturizing, strengthening and damage repair to cater to consumer demand.

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Rising Awareness About Hair Care and Damage



Hair Care Products Market Trend

People are becoming more conscious about hair care and damages caused due to pollution, dust and other environmental factors. Proper hair care helps boost overall appearance and confidence as damaged hair looks unhealthy and dull. This has led to growing demand for hair nourishment products like serums, oils, masks and leave-in conditioners that hydrate hair and repair damage from within. Various social media influencers regularly posting about hair care tips and products has further spread awareness.

### Opportunities in E-commerce and Online Retailing

E-commerce has emerged as a major sales channel for personal care products including hair care in recent years. Most consumers today research and compare products online before purchase. Brands have opportunities to attract new users by promoting exclusive offers, personalized recommendations and customization options on their websites and online marketplaces. Live streaming and digital marketing help educate buyers on product usage as well as create interaction. On-demand delivery models like rapid shipping further fuel online sales.

### Rising Popularity of Hair Masks and Leave-in Treatments

Deep conditioning hair masks and leave-in conditioners are gaining traction as a hair care category. Consumers want multi-purpose formulations that combine hydration, nutrition and styling benefits without heavy residues. Masks are used 2-3 times a week for intensive hydration while leave-ins are preferred daily or between washes. Product ranges featuring ingredients like coconut oil, avocado, Greek yogurt etc. and suitable for different hair types are being widely marketed. Premium masks and oils see robust demand in salons as well as D2C channels.

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### Top Companies Included in This Report:

- L'Oréal S.A.
- Beiersdorf AG
- Procter & Gamble (P&G)
- Unilever
- Johnson & Johnson Services Inc.
- Amorepacific
- The Estée Lauder Companies Inc.
- Kanebo Cosmetics Inc.
- Himalaya Global Holdings Ltd.
- Shiseido Co., Ltd.,
- Lotus Herbals Pvt. Ltd.

- Natura & Co.
- Moroccanoil
- The Estee Lauder Companies Inc.
- Perse Beauty Inc.
- John Master's Organic
- Vogue International LLC (OGX)
- Real Purity Inc.
- Essential Care (Organics) Ltd.
- Rahua Classics
- Natulique
- Art Naturals

Market Segmentation:

By Product Type:

- By Product Type: Shampoo , Conditioner & Mask , Hair Oil , Hair Gels , Hair Color , and Others (Serum, Comb, etc.)
- By Distribution Channel: Hypermarket & Supermarket , Pharmacy & Drug Stores , Specialty Store , Online , and Others

Key Regions/Countries are Classified as Follows:

- » North America (U.S., Canada, Mexico)
- » Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)
- » Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)
- » South America (Brazil, Argentina, Rest of SA)
- » Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

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The report offers insights on the following topics:

Chapter 1: Study Coverage

Chapter 2: Executive Summary

Chapter 3: Competitor Landscape of the Hair Care Products Market Market by Players

Chapter 4: Market Size of the Hair Care Products Market Market by Type and Application

Chapter 5: Global and Regional Analysis

Chapter 6: Company Profiles, Recent Developments, and Investments

Chapter 7: Analysis of Market Opportunities, Challenges, Risks, and Influencing Factors

Chapter 8: Analysis of Value Chain and Sales Channels, including notable product developments

Chapter 9: Research Findings and Conclusion

Chapter 10: Methodology/Research Approach

Ultimately, the Hair Care Products Market Market report serves as a reliable source for acquiring market research to significantly enhance your business. It furnishes essential insights into regional economic conditions, product pricing, profitability, capacity, production, supply, demand, market growth rate, and forecasts. Additionally, the report includes a SWOT analysis, investment feasibility analysis, and return on investment analysis for new projects within the Hair Care Products Market industry.

Should the aforementioned report not meet your precise requirements, we offer customized research tailored to comprehensively address your specific business needs. Our customized research will encompass all the pertinent business information necessary to assist you in making strategic and profitable business decisions.

Author Bio:

Priya Pandey is a dynamic and passionate editor with over three years of expertise in content editing and proofreading. Holding a bachelor's degree in biotechnology, Priya has a knack for making the content engaging. Her diverse portfolio includes editing documents across different industries, including food and beverages, information and technology, healthcare, chemical and materials, etc. Priya's meticulous attention to detail and commitment to excellence make her an invaluable asset in the world of content creation and refinement.

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