

# Hair Care Products Market Poised for 3.2% CAGR Growth, Projected to Reach USD 124.01 Bn by 2031 | L'Oréal S.A.,

*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, August 9, 2024

/EINPresswire.com/ -- The latest market intelligence report published by CMI with the title "Global Hair Care Products Market 2024, Growth Opportunities, and Forecast" provides actionable insights on Consumer Goods industry. The report provides demand analysis, industry insights, competitive intelligence, and customer database.



Hair Care Products Industry

The Research report on Hair Care Products Market presents a complete judgment of the market through strategic insights on future trends, growth factors, supplier landscape, demand landscape, Y-o-Y growth rate, CAGR, pricing analysis. It also provides and a lot of business matrices including Porters Five Forces Analysis, PESTLE Analysis, Value Chain Analysis, 4 Ps' Analysis, Market Attractiveness Analysis, BPS Analysis, Ecosystem Analysis.

Do you think, if this report could be of your interest? If yes, request Sample Copy of this Report: <https://www.coherentmarketinsights.com/insight/request-sample/1396>

\*Note: Sample of the report provides details on the scope and coverage, table of contents, research methodology, and Sample Framework of the report. Actual report of 150+ is available for purchase to all the interested stakeholders.

Key takeaways/ opportunities/key trends/ regional analysis

Customization is King: Consumers now expect highly personalized products tailored to their

unique hair type, style preferences, and lifestyle. Leading brands are offering customizable formulations and ingredients lists to meet this demand.

**Sustainability Takes Center Stage:** "Clean labeling" and natural/organic ingredients are table stakes as consumers increasingly seek out sustainable and ethically-produced hair products. Companies implementing circular economy strategies will have an edge.

**Wellness-Focused Products on the Rise:** Consumers now view hair care as an important part of overall health and wellness routines. Innovative products supporting scalp, hair follicle, and microbiome health have become major growth opportunities.

**Targeting Diverse Markets Globally:** As multiculturalism rises worldwide, leading brands are strategically targeting diverse, underrepresented hair textures and ethnic markets both in the US and abroad.

**Online Channels Disrupting Distribution:** The pandemic accelerated the shift to e-commerce, with D2C sites and social selling emerging as disruptive new models. Multichannel strategies will be critical for future success.

Want to access more insights? The journey starts from requesting Sample:  
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Detailed Segmentation and Classification of the report (Market Size and Forecast – 2031, Y-o-Y growth rate, and CAGR):

- By 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
  
- By Regions and Countries
  - o North America
  - o Europe
  - o Asia-Pacific
  - o South America
  - o Middle East & Africa

Following are the players analyzed in the 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

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Deep-dive Analysis:

The Report provides deep-dive qualitative and quantitative analysis on Hair Care Products Market for all the regions and countries covered below:

- North America (the United States, Canada, and Mexico)
- Europe (Germany, France, Italy, United Kingdom, SCANDIVAN, Benelux, Russia, and Rest of Europe)
- Asia-Pacific (Japan, South Korea, India, China, Southeast Asia, and Australia)
- South America (Brazil, Argentina, and Rest of South America)
- Middle East & Africa (Saudi Arabia, UAE, Israel, South Africa, and Rest of the Middle East & Africa)
- Each Country is covered in detail, and report provides qualitative and quantitative analysis on Hair Care Products Market on each country.

The research provides answers to the following key questions:

1. What is the estimated growth rate of the market for the forecast period 2024-2031? What will be the market size during the estimated period?
2. What are the key driving forces responsible for shaping the fate of the Hair Care Products market during the forecast period?
3. Who are the major market vendors and what are the winning strategies that have helped them occupy a strong foothold in the Hair Care Products market?
4. What are the prominent market trends influencing the development of the Hair Care Products market across different regions?
5. What are the major threats and challenges likely to act as a barrier in the growth of the Hair Care Products market?
6. What are the major opportunities the market leaders can rely on to gain success and profitability?

Key insights provided by the report that could help you take critical strategic decisions?

- Regional report analysis highlighting the consumption of products/services in a region also shows the factors that influence the market in each region.
- Reports provide opportunities and threats faced by suppliers in the Hair Care Products and tubes industry around the world.
- The report shows regions and sectors with the fastest growth potential.
- A competitive environment that includes market rankings of major companies, along with new product launches, partnerships, business expansions, and acquisitions.
- The report provides an extensive corporate profile consisting of company overviews, company insights, product benchmarks, and SWOT analysis for key market participants.
- This report provides the industry's current and future market outlook on the recent development, growth opportunities, drivers, challenges, and two regional constraints emerging in advanced regions.
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