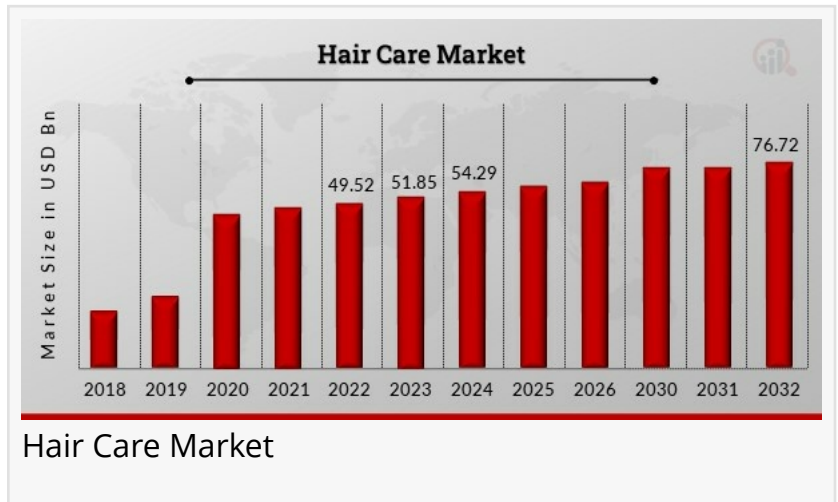


Hair Care Market Size to Reach USD 76.72 Billion by 2034, Growing at a CAGR of 4.42%

*Hair Care Market Research Report
Information By Type, By Treatment, By
Distribution Channel, And By Region*

NEW YORK, NY, UNITED STATES,
January 23, 2025 /EINPresswire.com/ --



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In 2023, [Hair Care Market](#) was estimated to be worth USD 51.85 billion. With a compound annual growth rate (CAGR) of 4.42% from 2022

to 2030, the hair care market is expected to increase from USD 51.85 billion in 2024 to USD 76.72 billion by 2032. The primary factors propelling the market's expansion are the growing incidence of cervical spondylosis among corporate employees and the rising number of cervical injuries sustained in auto accidents.

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The hair care market is broadly categorized into several product types, including shampoo, hair styling products, conditioners, hair colorants, and hair oils. Among these, shampoos and conditioners hold the largest market share, owing to their widespread adoption as essential personal care products. Hair colorants are witnessing a surge in demand due to the rising popularity of at-home hair coloring kits and the increasing acceptance of hair coloring as a form of self-expression. Hair styling products, such as gels, sprays, and creams, are gaining traction as consumers seek to achieve salon-like results at home. Meanwhile, hair oils continue to be favored for their nourishing and restorative properties, appealing to consumers seeking natural and holistic hair care solutions.

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Henkel, a German consumer major, launched a hair styling product for men, aiming to double its market share to around 30 % of the premium segment by 2025. The hair dye market in India is likely to be Rs 5000 crore, and Henkel is eyeing a 25% market share over the next few years.

Key Players in the Hair Care Market

- L'ORÉAL
- UnileverOLVEA Group
- Shandong Baisheng Biotechnology Co. Ltd
- REVLON Inc
- Oriflame Cosmetics AG
- Henkel Corporations
- Shiseido Company Limited
- Amway
- Kao Corporation
- Procter & Gamble Co.
- Johnson & Johnson Services Inc.

Market Segmentation by Treatment Type

The hair care market is also segmented by treatment type, including hair treatment and scalp treatment. Hair treatments, such as keratin treatments, deep conditioning, and split-end repair products, are in high demand as consumers prioritize hair health and damage repair. Scalp treatments, addressing issues like dandruff, dryness, and hair thinning, are becoming increasingly popular due to heightened awareness of the importance of scalp health in achieving healthy hair. This dual focus on hair and scalp treatments underscores the market's responsiveness to diverse consumer needs.

Distribution Channels

In terms of distribution channels, the market is divided into store-based and non-store-based segments. Store-based channels, including supermarkets, hypermarkets, and specialty stores, continue to dominate due to their ability to offer a hands-on shopping experience and immediate product availability. However, non-store-based channels, primarily e-commerce platforms, are rapidly gaining ground. The convenience of online shopping, coupled with the availability of a wide range of products and personalized recommendations, has made e-commerce a preferred choice for consumers. This shift is further fueled by the growing penetration of smartphones and the internet, especially in emerging economies.

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Geographical Segmentation

Geographically, the hair care market is segmented into North America, Europe, Asia-Pacific, and the Rest of the World. North America leads the market, driven by high consumer spending on

personal care products and the presence of established market players. Europe follows closely, with a strong focus on natural and organic hair care products. The Asia-Pacific region is anticipated to witness the fastest growth during the forecast period, owing to a large and growing population, rising disposable incomes, and increasing urbanization. Countries such as China and India are at the forefront of this growth, with consumers showing a strong preference for both traditional and modern hair care solutions. The Rest of the World segment, including regions like the Middle East, Africa, and Latin America, is also expected to contribute to market growth, supported by increasing awareness and adoption of hair care products.

Several factors are driving the growth of the hair care market.

Increasing consumer awareness about personal grooming and hygiene, coupled with a rising inclination toward premium and natural products, is a major driver. The growing prevalence of hair-related issues, such as hair loss, thinning, and scalp conditions, is further propelling the demand for targeted treatments. Additionally, the influence of social media and celebrity endorsements has significantly impacted consumer purchasing decisions, encouraging the adoption of innovative and high-quality hair care products.

The trend toward sustainability and eco-friendliness is also shaping the market. Consumers are increasingly seeking products that are free from harmful chemicals, cruelty-free, and packaged in environmentally friendly materials. This shift has prompted manufacturers to invest in research and development to introduce sustainable product lines that cater to these preferences.

The hair care industry is witnessing a wave of innovation, with companies leveraging advanced technologies to develop cutting-edge products.

For instance, the use of artificial intelligence (AI) and machine learning (ML) is enabling personalized product recommendations based on individual hair types and concerns. Additionally, advancements in biotechnology are paving the way for the development of hair care products with enhanced efficacy and safety profiles. Ingredients derived from natural sources, such as plant-based oils, vitamins, and proteins, are being incorporated into formulations to meet the growing demand for clean and green beauty solutions.

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The hair care market is expected to continue its upward trajectory, with robust growth projected until 2032.

Factors such as increasing disposable incomes, urbanization, and changing lifestyles are likely to drive demand. The Asia-Pacific region, in particular, offers immense growth potential, with a burgeoning middle class and a strong appetite for innovative and premium hair care products.

Moreover, the focus on sustainability and clean beauty is set to redefine the market landscape. As consumers become more conscious of the environmental impact of their choices, brands that prioritize ethical practices and transparency are likely to gain a competitive edge. The integration of technology and innovation will further enhance product offerings, providing consumers with tailored solutions that address their unique hair care needs.

EXECUTIVE SUMMARY
MARKET INTRODUCTION
RESEARCH METHODOLOGY
MARKET DYNAMICS
MARKET FACTOR ANALYSIS....

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Market Research Future (Part of Wantstats Research and Media Private Limited)

99 Hudson Street, 5Th Floor

New York, NY 10013

United States of America

+1 628 258 0071 (US)

+44 2035 002 764 (UK)

Email: sales@marketresearchfuture.com

Website: <https://www.marketresearchfuture.com>

Market Research Future

Market Research Future

+1 855-661-4441

[email us here](#)

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