

# Hair Shampoo Market Projected to Reach \$44,378.8 Million by 2030, Registering a 4.3% CAGR

*Hair shampoo market was valued at \$29,700.7 million in 2020, and is projected to reach \$44,378.8 million by 2030, grow a CAGR of 4.3% from 2021 to 2030.*

WILMINGTON, NEW CASTLE, DE, UNITED STATES, June 26, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Hair Shampoo Market Size, Share, Competitive Landscape and Trend Analysis Report](#), by Product

Type, Price-Point, End User and Distribution Channel : Global Opportunity Analysis and Industry Forecast 2021-2030". The research provides a current evaluation of the global market landscape, highlighting recent trends, key drivers, and the overall market environment. The study examines the main factors influencing industry expansion, analyzing both its growth drivers and restraints.

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*Roshan Deshmukh*



Hair Shampoo

Additionally, it sheds light on factors expected to offer promising opportunities for development of industry in the future. The global hair shampoo market was valued at \$29,700.7 million in 2020, and is projected to reach \$44,378.8 million by 2030, registering a CAGR of 4.3% from 2021 to 2030.

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Rise in emphasis on physical appearance, particularly hair, among young people, combined with changing lifestyles, particularly in developed countries, are hair shampoo trends that are expected to drive the growth of the global hair shampoo market. Furthermore, increase in number of people experiencing hair and scalp problems as a result of unhealthy eating habits,

as well as rise in pollution levels globally, is expected to drive the growth in the global hair shampoo market. Moreover, rise in disposable income and consumer preference for professional hair care products are expected to drive the revenue growth in the target market.

Hair shampoo is a liquid that is applied to the hair improve its condition, look, feel, appearance, shine, and manageability. It is useful for repairing, smoothing, strengthening, and reducing split-ends as well as reducing damaged hair. Shampoos come in a variety of forms, including liquids, gels, and creams, as well as lighter lotions and sprays. Hair shampoo products are available for all hair types, including dry, oily, and curly hair.

Hair shampoos are an essential component of personal care. The global market for shampoos is expanding due to an increase in the prevalence of hair-related disorders such as dandruff, dryness, hair fall, oily hair, and itchiness. Change in lifestyle, increase in urbanization, and rise in environmental pollution all contribute to the growth of the hair shampoo market. Consumers are becoming more conscious of personal hygiene and care, and they are willing to spend money to maintain their personal well-being. Furthermore, the availability of a wide range of hair shampoos via various distribution channels, as well as the use of best-in-class technology in product development, is assisting in the hair shampoo market growth. This also leads as one of the hair shampoo market opportunities.

The [hair shampoo industry](#) is witnessing increase in demand for vegan and cruelty-free products, and brands are responding accordingly. However, along with health and safety concerns, the consumer demographic supporting the “vegan & cruelty-free” trend is looking for environmentally responsible products. Natural substitutes for hair shampoos, such as plant-based and mineral-based ingredients, are becoming increasingly popular. As a result, the major hair shampoo brands are proactively eliminating animal testing from their production procedures to improve their product positioning and boost long-term sales.

On the basis of product type, the market is categorized into medicated and non-medicated. Based on price-point, the market is fragmented into low, medium, and high. As per end user, it is divided into men, women, and kids. According to distribution channel, it is divided into supermarkets/hypermarkets, drug stores or pharmacy, mass merchandiser, departmental stores, mono-brand stores, specialty stores, and online sales channel. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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The key players in the global hair shampoo market include Estee Lauder Companies, Henkel AG &Co. KGaA, Hindustan Unilever Limited, Johnson & Johnson, Kao Group, L’Oreal S.A., Marico Limited, Natura & Co., Oriflame Holding AG and Procter & Gamble (P&G).

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- Demographics: Study demographics such as age, gender, income levels, and geographic location to understand consumer preferences. For instance, different age groups may have varying preferences for shampoo types (e.g., baby shampoo, anti-dandruff shampoo, color-protecting shampoo).
- Preferences and Trends: Analyze emerging trends such as preference for natural or organic ingredients, sulfate-free formulas, and products tailored to specific hair types (curly, straight, oily, etc.).
- Brand Loyalty and Influencers: Investigate the impact of brand loyalty and influencer marketing on consumer choices. Social media platforms often play a significant role in shaping consumer perceptions and purchasing decisions.

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- Assess recent innovations in shampoo formulations, packaging, and delivery methods. Companies may introduce new ingredients, technologies (such as micellar cleansing), or sustainable packaging solutions to differentiate themselves in the market.
- Explore the role of research and development in creating products that address evolving consumer needs, such as products for sensitive scalps or those designed to combat pollution-related hair damage.

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- Evaluate the increasing emphasis on sustainability and eco-friendliness in product development and packaging. Companies may be adopting measures to reduce water usage, plastic waste, and carbon footprint throughout the product lifecycle.
- Analyze consumer attitudes towards environmentally-friendly products and the influence of sustainability certifications (e.g., USDA Organic, Cruelty-Free) on purchasing decisions.

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- Consider factors such as competitive landscape, market segmentation, distribution channels, and pricing strategies. Assess the market share of key players and identify any emerging or disruptive competitors.
- Evaluate the impact of e-commerce platforms on sales channels and consumer behavior. Online retailing and subscription models may be reshaping the distribution landscape.

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- By product type, the non-medicated segment was the highest contributor to the market, with \$19,626.5 million in 2020, and is estimated to reach \$28,805.4 million by 2030, at a CAGR of 4.2% during the hair shampoo industry forecast period.
- By end user, the women segment was the highest contributor to the market, with \$16,626.6

million in 2020, and is estimated to reach \$25,467.6 million by 2030, at a CAGR of 4.6% during the forecast period.

□ By price-point, the medium segment was the highest contributor to the market, with \$11,242.8 million in 2020, and is estimated to reach \$15,741.3 million by 2030, at a CAGR of 3.7% during the forecast period.

□ By distribution channel, the drug store or pharmacy segment was the highest contributor to the market, with \$6,902.9 million in 2020, and is estimated to reach \$10,238.3 million by 2030, at a CAGR of 4.3% during the forecast period.

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□ Procure strategically important competitor information, analysis, and insights to formulate effective R&D strategies.

□ Recognize emerging players with potentially strong product portfolio and create effective counter-strategies to gain competitive advantage.

□ Classify potential new clients or partners in the target demographic.

□ Develop tactical initiatives by understanding the focus areas of leading companies.

□ Plan mergers and acquisitions meritoriously by identifying Top Manufacturer.

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□ Hair Scissors Market is projected to reach \$106.6 million by 2027

<https://www.alliedmarketresearch.com/hair-scissors-market-A09411>

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<https://www.alliedmarketresearch.com/hair-lightening-products-market-A07654>

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<https://www.alliedmarketresearch.com/electric-hair-brush-market-A06111>

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