

Hair Perfumes Market is Expected to Reach a Valuation of USD 16,243 Million in 2035 | Fact.MR Report.

Premium grooming & clean beauty trends drive hair perfume market toward innovation, sustainability, and ethical, compliant retail.

ROCKVILLE, MD, UNITED STATES, August 7, 2025 /EINPresswire.com/ -- According to Fact.MR, a market research and competitive intelligence provider, the [hair perfumes market](#) was valued at USD 9,156 million in 2025 and is expected to grow at a CAGR of 5.9% during the forecast period of 2025 to 2035.



The hair perfumes market is rising consciousness of personal grooming and hygiene along with the influx of demands of clean beauty products, the hair perfumes market is majorly fueled. People are increasingly turning to products of hair care that not only offer fragrance, but also keep in line with health conscious options e.g. alcohol free products, paraben free products and non toxic aroma.

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Market visibility and the attractiveness of products are further boosted by the increasing power of social media and celebrity influence as well as the most beautiful people on the web. This trend is also caused by lifestyle changes particularly in the urban areas as people in their new lifestyle demands products that offer fragrance, convenience, and hair nourishment in one product.

Among the most amazing trends in the hair perfume trend setting is the rise of genderless and the niche fragrance offerings. Consumers are no longer satisfied with classic gender-specific scents and want to experience something exclusive and personal in things that smell. Such a

tendency has prompted brands to become bolder experimenting with unusual fragrances and no-logo aesthetic.

Small-batch, handcrafted hair perfumes are gaining popularity. These niche products often focus on storytelling and craftsmanship, incorporating natural elements and sustainability. They appeal to consumers who value exclusivity, ethical sourcing, and transparency in their daily products.

The rise of e-commerce and customizable products offers major growth opportunities. Online tools allow brands to reach wider audiences and implement direct-to-consumer strategies globally. As demand for personalization grows, brands are creating individualized hair perfumes tailored to hair color, lifestyle, and scent preferences.

Customer engagement is further boosted through subscription boxes, AI-driven recommendations, and online scent quizzes. There's also growing potential in travel-size or multitasking products that combine fragrance with UV protection or conditioning benefits. Together, these trends position the hair perfume market for scalable, innovation-driven growth at both premium and mass levels.

Key Takeaways from Market Study

- The Hair Perfumes market is projected to grow at 9% CAGR and reach USD 16,243 million by 2035
- The market created an absolute \$ opportunity of USD 7,087 million between 2025 to 2035
- North America is a prominent region that is estimated to hold a market share of 6% in 2035
- East Asia is expected to create an absolute \$ opportunity of USD 1,393 million

Shifting consumer expectations, clean beauty regulations, sustainability mandates, and rising demand for multifunctional grooming products are driving the Hair Perfumes market toward transparent ingredient sourcing, eco-friendly packaging, and low-impact formulation processes within well-structured and ethically governed value chains," says a Fact.MR analyst.

Leading Players Driving Innovation in the Hair Perfumes Market:

Key players in the hair perfumes industry include Chanel, Dior (Christian Dior), Diptyque, Byredo, Gucci, Jo Malone London, Maison Francis Kurkdjian, Viktor & Rolf, Aerin, Balmain Beauty, Unilever, L'Oréal, Estée Lauder Companies, Shiseido Company, Coty, Kao Corporation

Market Development

Manufacturers are increasingly investing in innovation-led brand portfolios by acquiring high-performing, niche players that cater to evolving consumer preferences for targeted, results-driven hair care. This strategy is aligned with broader industry trends that emphasize clean

formulations, problem-solving products, and cross-market scalability through e-commerce and salon channels.

In June 2025, L'Oréal announced its agreement to acquire Color Wow, a rapidly growing and innovation-focused professional haircare brand headquartered in the US and UK. Founded by Gail Federici, Color Wow is renowned for its award-winning products that address common hair concerns such as frizz control, thickening, and volumizing. This acquisition reflects L'Oréal's ongoing strategy to strengthen its professional haircare division with solution-based, premium products, while tapping into Color Wow's loyal customer base and global growth potential.

Hair Perfumes Industry News:

In June 2025, L'Oréal announced plans to acquire Color Wow, a fast-growing, award-winning professional haircare brand known for products like 'XL Bombshell Volumizer' and 'Dream Coat'.

Earlier, in April 2024, Balmain Hair launched the Heritage 1974 Collection—three unisex hair perfumes celebrating its 50th anniversary, highlighting the brand's focus on luxury, scent innovation, and inclusivity.

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More Valuable Insights on Offer

Fact.MR, in its new offering, presents an unbiased analysis of the Hair Perfumes market, presenting historical data for 2020 to 2024 and forecast statistics for 2025 to 2035.

The Hair Perfumes market is segmented by Fragrance Type (Floral, Fruity, Woody, Oriental, Others), by Form (Spray, Cream, Gel, Oil, Others), by Gender (Men, Women, Unisex), by Distribution Channel (Hypermarkets & Supermarkets, Convenience Stores, Specialty stores/beauty retailers, Online, Others) across major regions of the World (North America, Latin America, Western Europe, Eastern Europe, East Asia, South Asia & Pacific, and Middle East & Africa).

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The global [hair styling product market](#) is valued at US\$24.83 billion in 2024 and is expected to grow at a 5.2% CAGR, reaching US\$41.22 billion by 2034.

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