

Rice Shampoo Bar Market to Reach USD 1.4 Billion by 2035 — Rapid Growth Across APAC, Europe, USA, and Saudi Arabia

Rising demand for natural, eco-friendly haircare products drives market expansion across APAC, Europe, USA, and Saudi Arabia.

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EINPresswire.com/ -- The global [Rice Shampoo Bar Market](#) is poised for remarkable growth, with an estimated valuation of USD 0.9 billion in 2025, projected to reach USD 1.4 billion by 2035. This reflects a promising compound annual growth rate (CAGR) of 4.7% over the forecast period, driven by rising consumer demand for sustainable, eco-friendly, and natural haircare solutions.



To access the complete data tables and in-depth insights, request a sample report here: <https://www.futuremarketinsights.com/reports/sample/rep-gb-19563>

Market Overview

The surge in the rice shampoo bar market is largely propelled by consumers' growing preference for sustainable beauty routines and natural ingredients. Rice water, rich in amino acids and vitamins, has become a household name for hair strengthening and nourishment, underpinning the dominant ingredient segment. Additionally, eco-conscious consumers increasingly demand plastic-free packaging, encouraging brands to innovate with zero-waste and biodegradable materials.

The convenience and portability of shampoo bars, combined with social media-driven awareness of traditional beauty practices, further fuel market growth. Brands are expanding their presence

through online platforms and specialty retailers, amplifying accessibility and consumer engagement.

Segment Insights

1. Rice Water Ingredient Dominance

Rice water shampoo bars command over half of the market share due to proven benefits like enhanced hair strength, improved elasticity, and scalp health. Investments in R&D and marketing efforts continue to solidify rice water's popularity in personal care.

2. Dry/Damaged Hair Focus

This segment leads with 63.4% revenue share, reflecting increasing consumer concerns about environmental damage, chemical treatments, and hair health. Moisturizing and reparative formulations using rice water and natural oils are highly favored.

3. Sustainability in Packaging

Plastic-free packaging captures 59.7% market share, highlighting the critical importance of sustainability in purchasing decisions. Brands are adopting recyclable and compostable packaging, supported by regulatory policies aimed at reducing plastic waste.

Trends Driving Market Growth

- **Shift Toward Organic and Chemical-Free Products:** Consumers are alarmed by the adverse effects of chemical-based products, boosting demand for organic shampoo bars with natural ingredients.
- **Expanding Distribution Channels:** Enhanced availability via e-commerce and offline retail drives market penetration globally.
- **Premiumization and Customization:** Rising disposable income fuels demand for personalized and luxury haircare products.
- **Social Media Influence:** Influencers and digital campaigns, especially post-pandemic, have significantly raised awareness of rice shampoo bars and sustainable beauty.

Market Opportunities

- Rising interest in plant-based, chemical-free personal care solutions.
- Growing consumer commitment to environmentally responsible products.
- Increasing disposable income enabling purchase of premium natural haircare.
- Demand for multifunctional products like rice shampoo bars that combine shampoo and conditioner benefits.

Challenges & Risks

- Competition with conventional shampoos and soaps may limit growth.

- Price sensitivity due to dependency on the agricultural sector for rice water.
- Necessity for brand differentiation amidst an increasingly crowded market.

Regional Outlook

- Asia-Pacific: Expected to lead growth with a CAGR of 7.5%, driven by expanding middle-class populations, rising disposable incomes, and cultural affinity for natural haircare.
- North America: Maintaining market dominance with a CAGR of 3.5%, supported by strong sustainability initiatives and vegan, cruelty-free product demand.
- Europe: Growth at 3.1% CAGR, fueled by circular economy practices and environmental awareness.
- Key Country Highlights:
 - o India: 6.5% CAGR due to Ayurvedic influences and increasing health-conscious consumers.
 - o Japan: 7.4% CAGR, adopting minimalist and sustainable packaging.
 - o China: 7.5% CAGR driven by premiumization and growing consumer purchasing power.

Competitive Landscape

The rice shampoo bar market is intensely competitive with key players such as Ethique, Lush Fresh Handmade Cosmetics, and The Solid Bar Company focusing on innovation, sustainability, and expanding product portfolios. Strategic collaborations, acquisitions, and international market expansions are common growth strategies.

Full Market Report Available for Delivery. For Purchase or Customization, Please Request Here:

Recent Industry Developments

- July 2025: Lush Fresh Handmade Cosmetics launched the innovative Naked Mascara featuring natural ingredients, strengthening its market presence.
- November 2025: Ethique made strides in sustainability by reducing plastic bottle usage, reinforcing its commitment to eco-friendly products.

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Sudip Saha

Future Market Insights Inc.

+1 347-918-3531

[email us here](#)

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