

The US Dry Shampoo Market: Size, Trends & Forecasts (2017-2021)

May 2017



The US Dry Shampoo Market

Scope of the Report

The report titled “The US Dry Shampoo Market: Size, Trends & Forecasts (2017-2021)” delivers an analysis of the US dry shampoo market with comprehensive analysis of market sizing and growth. The analysis includes market by value, by penetration rate and by average monthly searches of dry shampoo by the US population.

Furthermore, the report also assesses the key opportunities available in the US market and outline the market dynamics that are and will be accountable for growth of the industry. Growth of the US dry shampoo market has also been forecasted for the period 2017-2021, taking into consideration previous growth patterns, growth drivers and the existing and forthcoming trends.

The competition in the US dry shampoo market is stiff and is dominated by few major players such as Church & Dwight (Batiste), L’Oreal, Proctor & Gamble and Unilever, whose business profiling has been done in this report, which include their business overview, financial overview and respective business strategies.

Company Coverage

Church & Dwight (Batiste)

L’Oreal

Proctor & Gamble

Unilever

The US Dry Shampoo Market

Executive Summary

Shampoo is a FMCG hair care product used for the removal of oils, dirt, skin particles, dandruff, environmental pollutants and other contaminant particles that gradually build up in hair. It is typically in the form of viscous liquid, that is used for cleaning hair. According to different types of hair texture, a wide variety of shampoos are available in the market. Some of the common variants of shampoo available in the market are: liquid shampoo, cream shampoo, dry/powder shampoo, lotion shampoo, aerosol shampoo, jelly shampoo, and specialized shampoo.

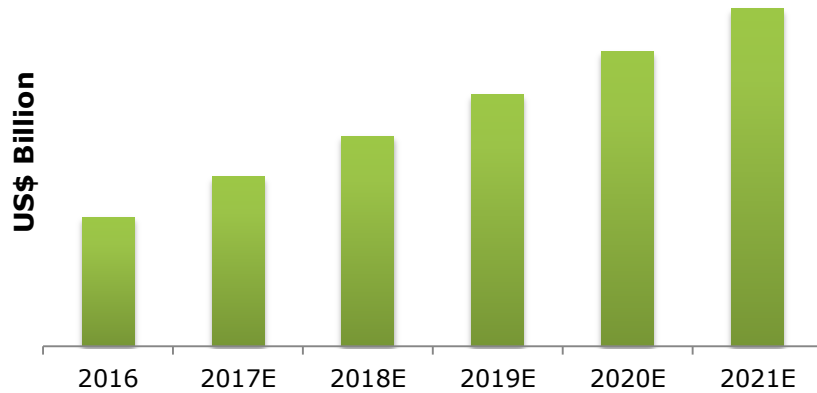
Dry shampoo is a powdered substance that is used to absorb oil in the hair when it is not possible or practical to use water and traditional shampoos. In the event that water is not available, the compound can be applied and provide at least a partial cleansing of the hair. All homemade and commercial dry shampoo products contain some type of powder, which is often worked into the hair in a way similar to the application of wet shampoos. Dry shampoos can be categorized on the basis of form, application and product type.

The US dry shampoo market has shown upward trends over the past few years in the region and is projected to grow further in the forecasted period i.e. 2017 to 2021. Major factors contributing in the growth of the market are innovation in hair care products, rising haircare spending by the US population, changing fashion trends, etc.

In the forecasted period, the market will be pushed by research and development by consumer goods manufacturers, growth in e-commerce industry, rising men's grooming industry, etc. Yet the market is facing some challenges, such as severe side-effects, shifting towards natural hair cleansing, unawareness among users, etc.

The US Dry Shampoo Market

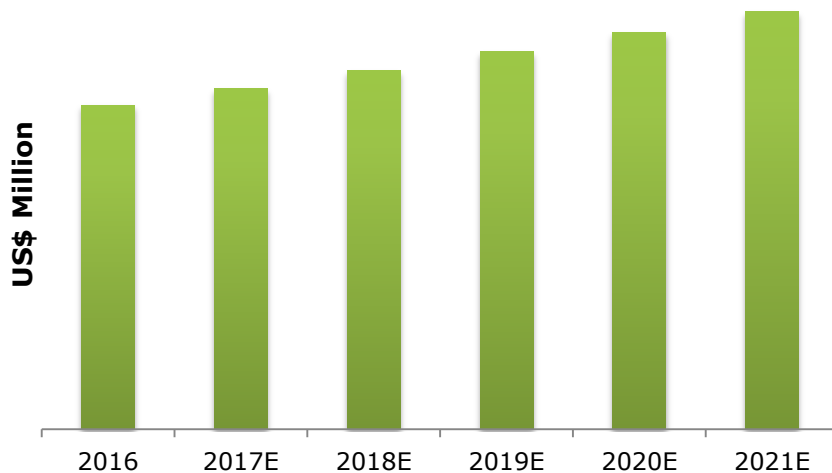
The US Shampoo Market by Value;
2016-2021E (US\$ Billion)



Shampoo which is one of the major component of the US haircare market is expected to show upward trends in the forecasted period i.e. 2017-2021.

The US shampoo market is projected to reach US\$..... billion by the end of 2021 from US\$.... billion in 2017, with a compound annual growth rate of% over the same period.

The US Dry Shampoo Market by Value;
2016-2021E (US\$ Million)

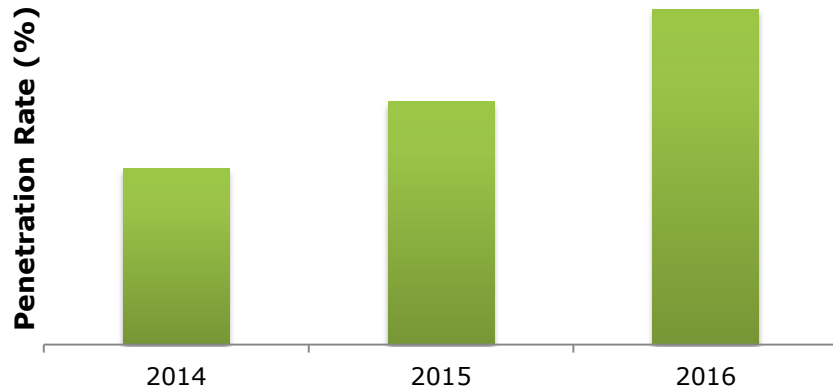


The US dry shampoo market was value at US\$..... million in 2016. With the growing popularity of dry shampoos, after the “No-Shampoo” trend in the US, the market is anticipated to grow intensely in the forecasted period.

The market is expected to reach US\$.... million by the end of 2021 from US\$.... million in 2017. Over the period spanning from 2017 to 2021, the market is projected to grow at a CAGR of%.

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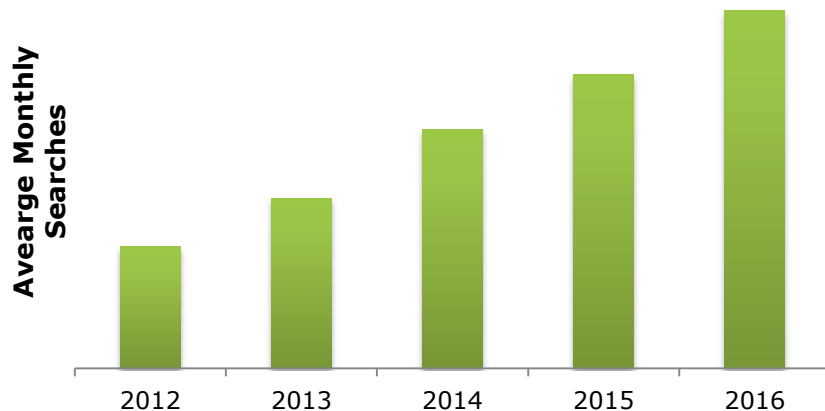
The US Dry Shampoo Market by Penetration Rate; 2014-2016



Over the past few years, the adoption of dry shampoo by the US population specially among young women is on rise.

In 2014, penetration rate of dry shampoos in all new shampoo products was% which rose to% in 2016. Rising needs of young females for time saving hair styling products boost the penetration rate of dry shampoos in the US.

The US Dry Shampoo Market by Average Monthly Searches; 2012-2016



In 2012, the average monthly searches for dry shampoo was which inclined to in 2016, which is more than double.

Due to easy availability of dry shampoos on online stores and sometimes at less price as compared to retail stores, brands such as L'Oreal, Batisteetc. have been selling their dry shampoo range using commercial sites.