

# Global Hair Care Market: Size, Trends & Forecasts (2018- 2022)

December 2018



# Global Hair Care Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Dynamics

Competitive Landscape

Company Profiling

# Global Hair Care Market: Coverage

## Scope of the Report

Attributes	Details
Title	Global Hair Care Market: Size, Trends & Forecasts (2018-2022)
Coverage	Global and Regional
Regional Coverage	North America, Europe, Asia Pacific, Latin America, MEA
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2018-2022
Competition in the Market	Fragmented
Key Players	L'Oréal S.A., Unilever, Procter & Gamble Company, The Estée Lauder Companies Inc.

# Global Hair Care Market

## Executive Summary

Hair is probably one of the first important things people notice about others when meeting them for the first time. Beautiful, shiny and manageable hair always leaves a good impression. Therefore, hair care plays an important role in having healthy hair and for maintaining clean and attractive appearance.

Hair care refers to the term involving all the things people do to keep their hair clean, healthy-looking and attractive. The care of human hair differs from person to person depending on their gender, culture and physical characteristics of one's hair. Hair care also involves cleaning of dirt particles and dead cells and prevent matting. The main purpose of hair care is to have better hair growth, nourish the hair, problem-free scalp, reduce hair damage and avoid dandruff. There are some effective tips for healthy hair, which are: regular trimming of hair, use appropriate shampoo, eat healthy, reduce stress and nourish scalp.

Hair care has a long history with the continuous adoption of effective hair care products for clean and healthy looking hair and a shift from artificial chemical based hair care products to natural hair care products. The hair care market can be segmented on the basis of type, product and distribution channel.

The global hair care market has increased at a significant CAGR during the years 2013-2017 and projections are made that the market would rise in the next four years i.e. 2018-2022 tremendously. The hair care market is expected to increase due to rising purchasing power, surging urban population, aging population, growing millennial population and retail spending, increasing annual expenditure on hair care products, etc. Yet the market faces some challenges such as threat from counterfeit hair care products, involvement of hazardous chemicals, lack of awareness, etc.

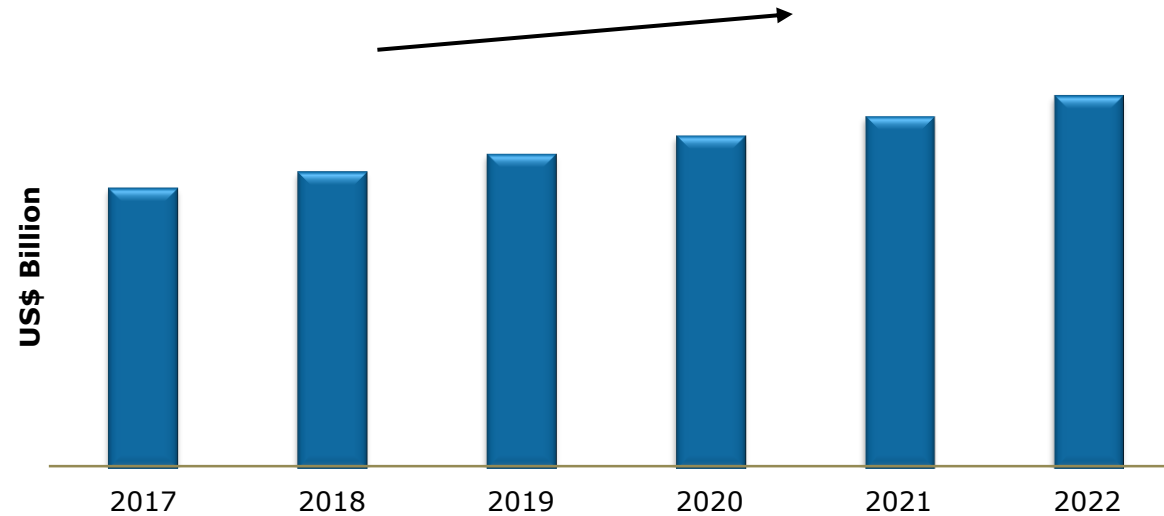
# Global Hair Care Market

## Market Overview



# Beauty and Personal Care Market: Global Analysis

## Global Beauty and Personal Care Market by Value

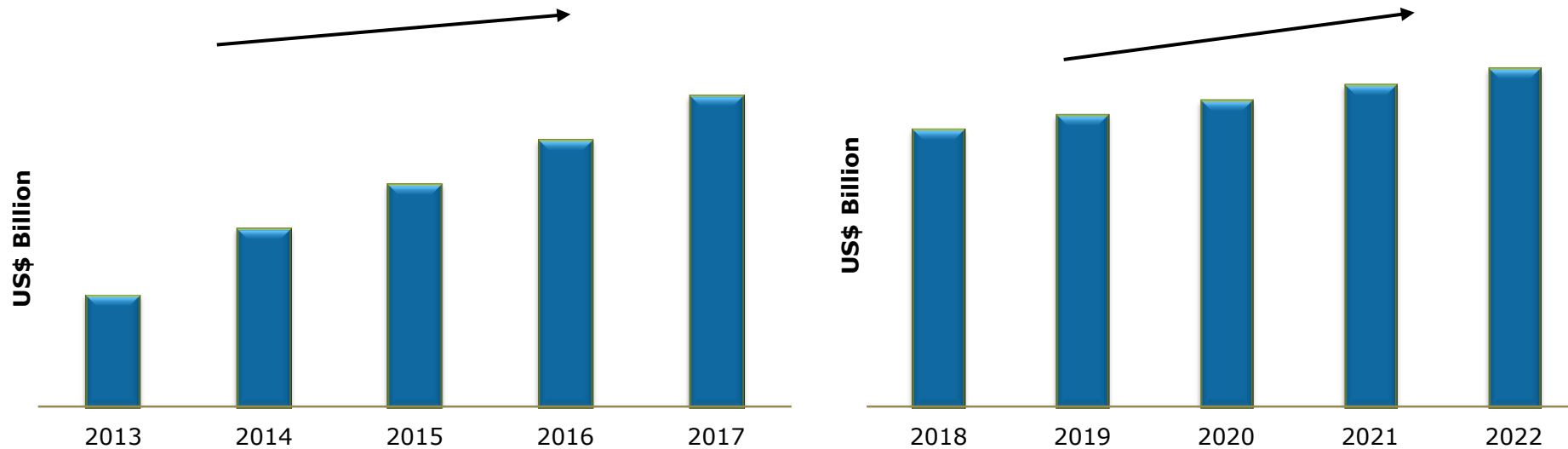


CAGR	
2018-2022	xx%

The global beauty and personal care market, valued at US\$... billion in 2017. The global beauty and personal care market is anticipated to reach up to US\$... billion by 2022 from US\$... billion in 2018..

# Hair Care Market: Global Analysis

## Global Hair Care Market by Value



CAGRs	
2013-2017	xx%
2018-2022	xx%

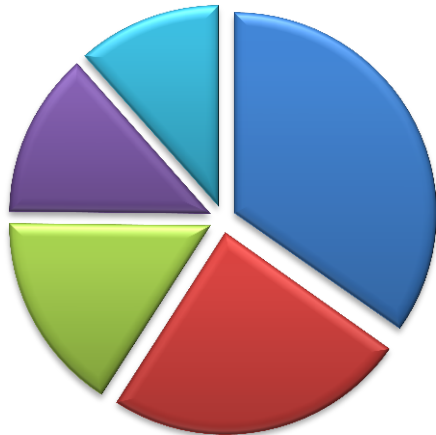
The global hair care market, valued at US\$... billion in 2017, increased as compared to US\$... billion in 2016 at a CAGR of ...% from 2013 to 2017. The global hair care market is anticipated to reach up to US\$... billion by 2022 from US\$... billion in 2018..

# Hair Care Market: Global Analysis

## Global Hair Care Market by Region; 2017



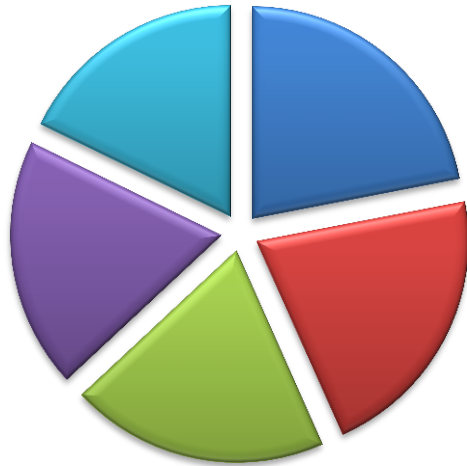
## Global Hair Care Market by Product; 2017



Product	Share
Shampoos	xx%
Conditioners	xx%
Hair Color	xx%
Hair Oil	xx%
Hair Styling Products	xx%

# Hair Care Market: Global Analysis

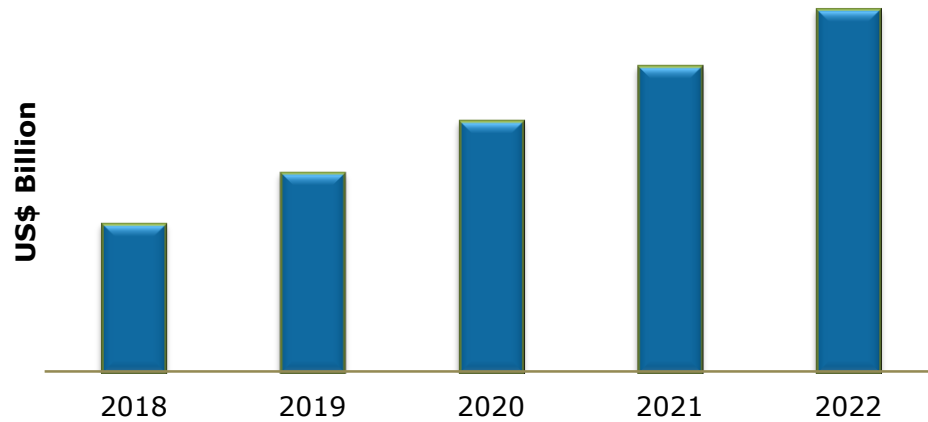
**Global Hair Care Market by Distribution Channel; 2017**



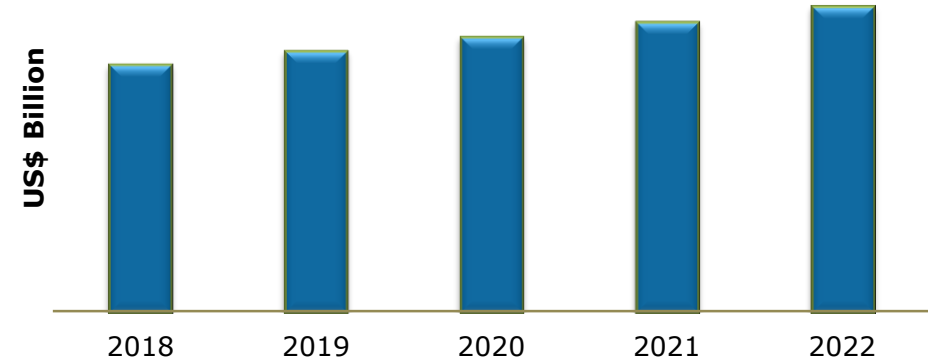
Distribution Channel	Share
Supermarkets & Hypermarkets	xx%
Online Retailers	xx%
Specialty Stores	xx%
Convenience Stores	xx%
Others	xx%

# Hair Care Market: Product Analysis

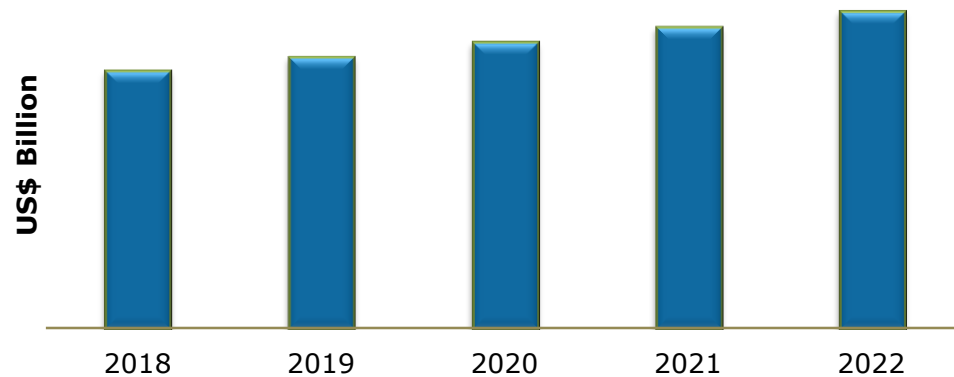
### Global Shampoo Market by Value



### Global Conditioner Market by Value



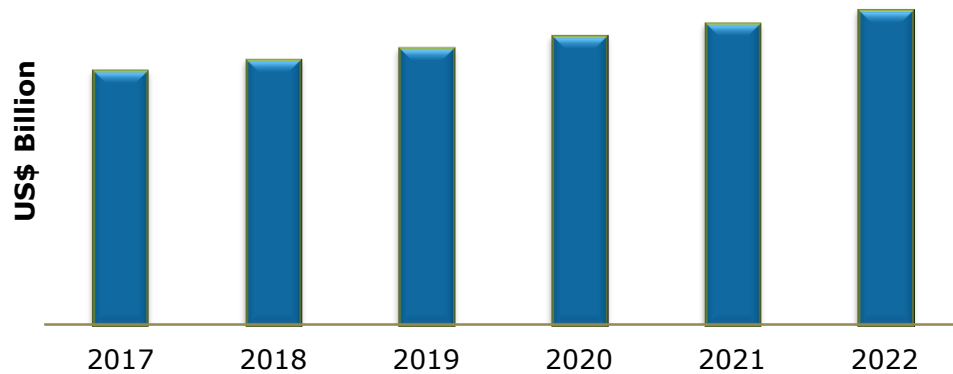
### Global Hair Color Market by Value



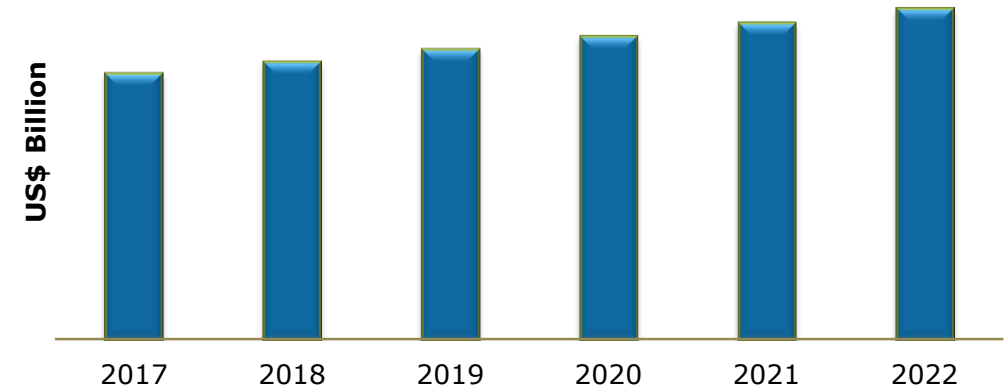
Product	CAGR
	2018-2022
Shampoo	xx%
Conditioner	xx%
Hair Color	xx%
Hair Oil	xx%
Hair Styling Products	xx%

# Hair Care Market: Distribution Channel Analysis

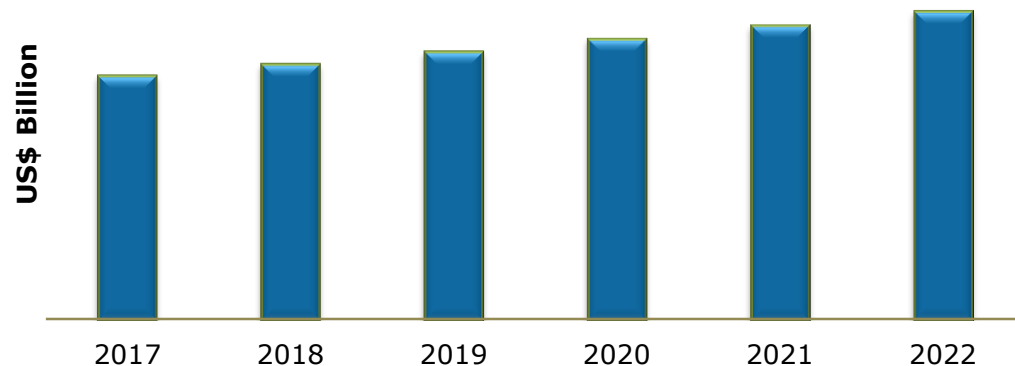
**Global Supermarkets & Hypermarkets Hair Care Market by Value**



**Global Online Retailers Hair Care Market by Value**



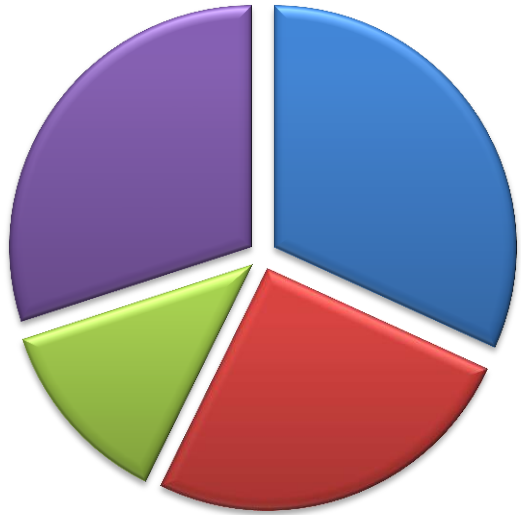
**Global Specialty Stores Hair Care Market by Value**



Distribution Channel	CAGR
	2018-2022
Supermarkets & Hypermarkets	xx%
Online Retailers	xx%
Specialty Stores	xx%
Convenience Stores	xx%
Others	xx%

# Asia Pacific Hair Care Market: An Analysis

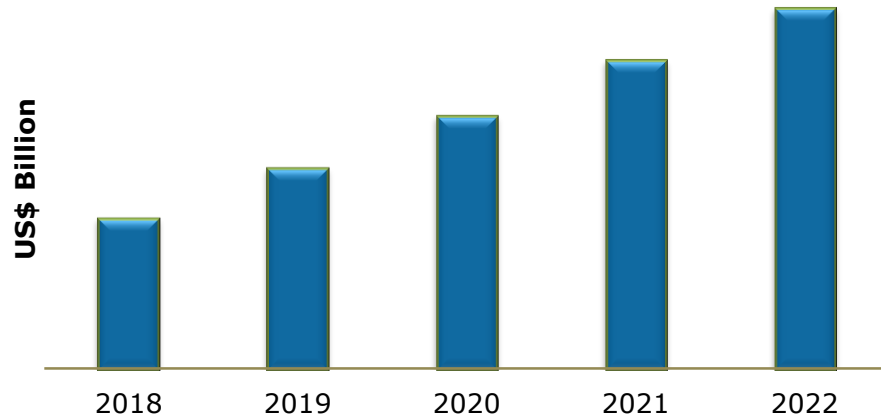
Asia Pacific Hair Care Market by Region; 2017



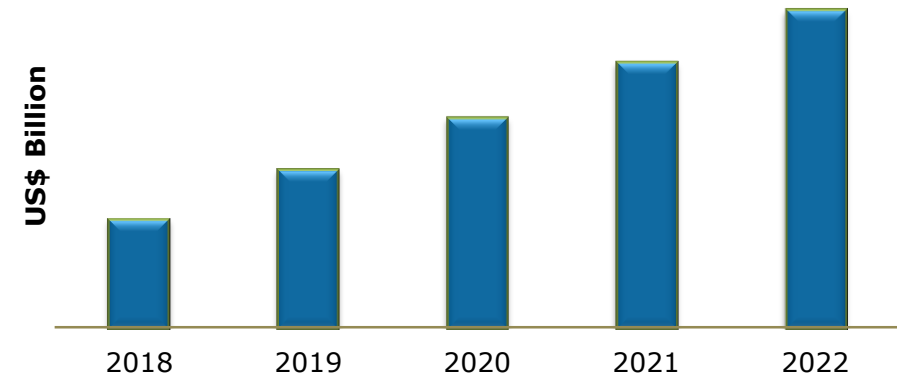
Region	Share
China	xx%
Japan	xx%
India	xx%
Others	xx%

# Asia Pacific Hair Care Market: Regional Analysis

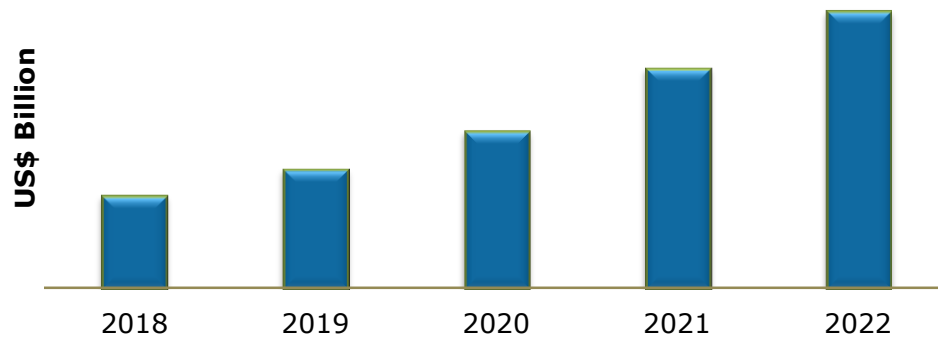
## China Hair Care Market by Value



## Japan Hair Care Market by Value



## India Hair Care Market by Value



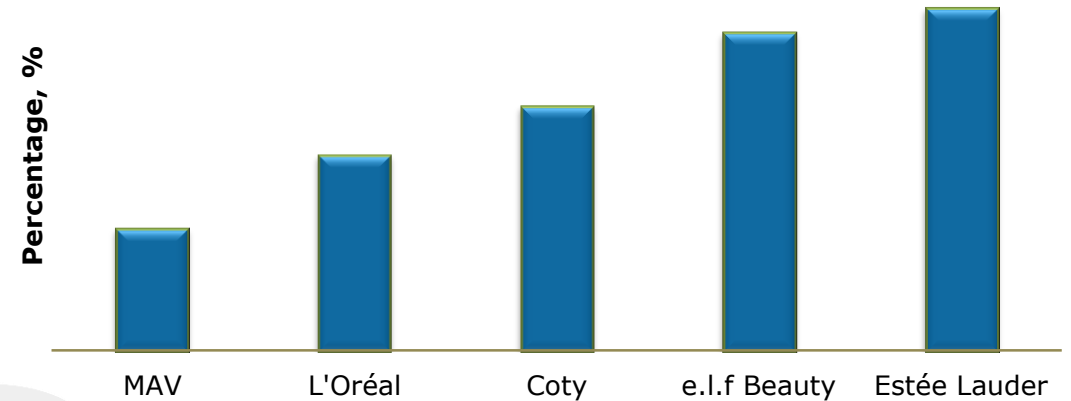
Region	CAGR
	2018-2022
China	xx%
Japan	xx%
India	xx%

# Hair Care Market: Competitive Landscape

## Players Profiled

- L'Oréal S.A. 
- Unilever 
- Procter & Gamble Company (P&G) 
- The Estée Lauder Companies Inc. 

Global Hair Care Market Players by E-commerce Penetration; 2018



Note: The graphs on this slide are only for sample representation.