

Hair Care Market : Global Industry Analysis, Trends, Market Size, and Forecasts up to 2028

Market Report | 2022-08-16 | 100 pages | Infinium Global Research and Consulting Solutions

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Report description:

The report on the global hair care market provides qualitative and quantitative analysis for the period from 2020 to 2028. The report predicts the global hair care market to grow with a CAGR of nearly 6% over the forecast period from 2022-2028. The study on hair care market covers the analysis of the leading geographies such as North America, Europe, Asia-Pacific, and RoW for the period of 2020 to 2028.

The report on hair care market is a comprehensive study and presentation of drivers, restraints, opportunities, demand factors, market size, forecasts, and trends in the global hair care market over the period of 2020 to 2028. Moreover, the report is a collective presentation of primary and secondary research findings.

Porter's five forces model in the report provides insights into the competitive rivalry, supplier and buyer positions in the market and opportunities for the new entrants in the global hair care market over the period of 2020 to 2028. Further, IGR- Growth Matrix gave in the report brings an insight into the investment areas that existing or new market players can consider.

Report Findings

1) Drivers

- An increase in disposable income and fluctuation in hairstyle trends
- Growing consumer's concern about hair aesthetics and scalp nourishment

2) Restraints

- The high cost of hair care products

3) Opportunities

- The increasing demand for natural and organic hair care products

Research Methodology

A) Primary Research

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Our primary research involves extensive interviews and analysis of the opinions provided by the primary respondents. The primary research starts with identifying and approaching the primary respondents, the primary respondents are approached include

1. Key Opinion Leaders associated with Infinium Global Research
2. Internal and External subject matter experts
3. Professionals and participants from the industry

Our primary research respondents typically include

1. Executives working with leading companies in the market under review
2. Product/brand/marketing managers
3. CXO level executives
4. Regional/zonal/ country managers
5. Vice President level executives.

B) Secondary Research

Secondary research involves extensive exploring through the secondary sources of information available in both the public domain and paid sources. At Infinium Global Research, each research study is based on over 500 hours of secondary research accompanied by primary research. The information obtained through the secondary sources is validated through the crosscheck on various data sources.

The secondary sources of the data typically include

1. Company reports and publications
2. Government/institutional publications
3. Trade and associations journals
4. Databases such as WTO, OECD, World Bank, and among others.
5. Websites and publications by research agencies

Segment Covered

The global hair care market is segmented on the basis of product type, and distribution channel.

The Global Hair Care Market by Product Type

- Shampoo
- Conditioner
- Hair Color
- Hair Oil
- Hair Creams And Masks
- Hair Accessories
- Hair Styling Product
- Others

The Global Hair Care Market by Distribution Channel

- Hypermarket
- E-commerce
- Pharmacy
- Specialty Store
- Others

Company Profiles

The companies covered in the report include

- Johnson & Johnson

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- Procter & Gamble
- Unilever Plc
- L'oreal Group
- Avon Products Inc.
- Revlon Inc.
- Kao Corporation
- Church & Dwight Co Inc.
- Amway
- Henkel Corporation

What does this Report Deliver?

1. Comprehensive analysis of the global as well as regional markets of the hair care market.
2. Complete coverage of all the segments in the hair care market to analyze the trends, developments in the global market and forecast of market size up to 2028.
3. Comprehensive analysis of the companies operating in the global hair care market. The company profile includes analysis of product portfolio, revenue, SWOT analysis and latest developments of the company.
4. IGR- Growth Matrix presents an analysis of the product segments and geographies that market players should focus to invest, consolidate, expand and/or diversify.

Table of Contents:

Table of Content

1. Preface
 - 1.1. Report Description
 - 1.2. Research Methods
 - 1.3. Research Approaches
2. Executive Summary
 - 2.1. Hair Care Market Highlights
 - 2.2. Hair Care Market Projection
 - 2.3. Hair Care Market Regional Highlights
3. Global Hair Care Market Overview
 - 3.1. Introduction
 - 3.2. Market Dynamics
 - 3.2.1. Drivers
 - 3.2.2. Restraints
 - 3.2.3. Opportunities
 - 3.3. Analysis of COVID-19 impact on the Hair Care Market
 - 3.4. Porter's Five Forces Analysis
 - 3.5. IGR-Growth Matrix Analysis
 - 3.5.1. IGR-Growth Matrix Analysis by Product Type
 - 3.5.2. IGR-Growth Matrix Analysis by Distribution Channel
 - 3.5.3. IGR-Growth Matrix Analysis by Region
 - 3.6. Value Chain Analysis of Hair Care Market

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4. Hair Care Market Macro Indicator Analysis

5. Global Hair Care Market by Product Type

- 5.1. Shampoo
- 5.2. Conditioner
- 5.3. Hair Color
- 5.4. Hair Oil
- 5.5. Hair Creams and Masks
- 5.6. Hair Accessories
- 5.7. Hair Styling Product
- 5.8. Others

6. Global Hair Care Market by Distribution Channel

- 6.1. Hypermarket
- 6.2. E-commerce
- 6.3. Pharmacy
- 6.4. Specialty Store
- 6.5. Others

7. Global Hair Care Market by Region 2022-2028

- 7.1. North America
 - 7.1.1. North America Hair Care Market by Product Type
 - 7.1.2. North America Hair Care Market by Distribution Channel
 - 7.1.3. North America Hair Care Market by Country
- 7.2. Europe
 - 7.2.1. Europe Hair Care Market by Product Type
 - 7.2.2. Europe Hair Care Market by Distribution Channel
 - 7.2.3. Europe Hair Care Market by Country
- 7.3. Asia-Pacific
 - 7.3.1. Asia-Pacific Hair Care Market by Product Type
 - 7.3.2. Asia-Pacific Hair Care Market by Distribution Channel
 - 7.3.3. Asia-Pacific Hair Care Market by Country
- 7.4. RoW
 - 7.4.1. RoW Hair Care Market by Product Type
 - 7.4.2. RoW Hair Care Market by Distribution Channel
 - 7.4.3. RoW Hair Care Market by Sub-region

8. Company Profiles and Competitive Landscape

- 8.1. Competitive Landscape in the Global Hair Care Market
- 8.2. Companies Profiles
 - 8.2.1. Johnson & Johnson
 - 8.2.2. Procter & Gamble
 - 8.2.3. Unilever Plc
 - 8.2.4. L'oreal Group
 - 8.2.5. Avon Products Inc.
 - 8.2.6. Revlon Inc.
 - 8.2.7. Kao Corporation

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8.2.8. Church & Dwight Co Inc.

8.2.9. Amway

8.2.10. Henkel Corporation

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