

Canada Hair Care Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

Canada Hair Care Market is projected to register a CAGR of 6.58% over the next five years.

The hair care market is expected to expand across the country as more consumers, particularly men, become conscious of their physical appearance and seek natural and traditional methods of hair enrichment and smoothing. Moreover, the current trend of colored hair and customized hair care products is driving the demand for more sophisticated hair care routines and more regular treatments for hair care in the near future. Furthermore, the availability of new, more effective, and safer hair care products has led to a significant increase in the use of these products, which in turn boosts the hair care market.

With the increasing trend toward e-commerce, online retailing is also emerging as a strong distribution channel in the sales of the market studied, and it is expected to grow at a significant rate during the forecast period. According to the International Trade Administration, in 2022, there will be over 27 million people using e-commerce in Canada, which is approximately 75% of the country's population. The number is projected to increase to 77.6% by 2025. Additionally, the growing demand for organic/natural products for personal grooming has become one of the primary drivers for the haircare market. Among the organic hair care products, owing to their wide usage, conditioners and shampoos held a majority share in the global organic haircare market. As a result, Canada Hair Care market is experiencing a surge in demand.

Canada Hair Care Market Trends

Growing Demand for Organic Hair Care Products

The Canadian hair care products market witnessed an increasing demand for natural and organic products due to the rise in consumer awareness about the harmful effects of certain compounds, such as paraben and aluminum compounds present in hair care products. A high percentage of consumers choose one brand over others based on its natural formulation. This has enhanced the demand for safe, natural, and organic hair care products in recent times. Furthermore, anti-dandruff organic hair shampoos

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are expected to register robust growth over the forecast period. The demand for organic hair care products in Canada is expected to increase substantially, thus driving the market further. The key driver in the market is the desire for a presentable personal image among consumers, which also led to their awareness of personal care habits. The consumer's growing concern about their health and hygiene as a long-term investment enhanced the demand for natural or organic products across the region. Such factors compelled manufacturers to improve their product offerings in order to meet the ever-changing consumer demands. Furthermore, the increasing trend of organic concept stores among young consumers in the country is also anticipated to enhance the growth of natural and organic hair care products in the market.

Shampoo Dominates the Sales of Hair Care Products

The Canadian market has witnessed a significant rise in demand for hair care products, coupled with rising hair fall problems, which is likely to contribute to the growth of the shampoo market. Furthermore, increasing celebrity endorsements, a rise in demand for natural and organic products, ease of usage, and availability of small travel-size packs are the trends observed in the shampoo market. As a result, manufacturers are expanding their product portfolios by investing heavily in research and development, to incorporate organic/natural and clean-label ingredients in the formulation of their hair care products including shampoos to cater to the increasing consumer demand. For instance, in September 2022, Ray Civello introduced the new Back of Bottle brand's hair care line to the US and Canada. The newly launched hair care line includes 26 products made from vegan formulations, nature-based aromas, and natural ingredients. Additionally, the increasing number of people facing hair and scalp problems because of unhealthy eating habits across the country are some of the major factors expected to drive the growth of the hair shampoo segment in the hair care market.

Canada Hair Care Market Competitor Analysis

The industry leaders include L'Oreal S.A., Johnson & Johnson Inc., Unilever, Procter & Gamble, Shiseido, Revlon Inc., Oriflame Cosmetics AG, Kao Corporation, Combe Incorporated, and Amway Corporation. The key players are actively focusing on gaining larger market shares through constant innovation in products, expansion, and investments in R&D for the development of niche products. Apart from product innovation and mergers and acquisitions, considering global environmental and human health issues, the market players are adopting sustainable initiatives to accelerate the hair care industry's progress in addressing plastic waste. Given the aforementioned factors, the industry's competitive rivalry is rated as high.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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