

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

Market Report | 2023-01-23 | 95 pages | Mordor Intelligence

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Report description:

The France Hair Care Market is projected to register a CAGR of 3.75% over the next five years.

Nowadays, consumers are more conscious of their hair care because of premature aging, pollution problems, and other environmental issues. An increasing number of people are turning to alternative organic, natural, or pharmaceutical products. In addition, the presence of different age groups in the region encourages the market players to produce the products according to consumer preference. The high demand for organic and natural ingredients infused in hair care products has been quite evident in the market, leading most companies to launch products with nature-inspired ingredients, including plant extract.

The rising demand for premium products is resulting in significant investments in innovation as France is one of the leading countries with renowned cosmetic brands. Due to the rise in disposable income, consumers prefer luxury beauty and personal care products over local brands. The luxury hair care brands in France like Kerastase, Phyto, and many more are launching new products with innovative strategies and according to consumer preferences. For instance, in September 2022, Noreva Dermatological Laboratory launched Hexaphane, a dry foam shampoo. The shampoo dissolves immediately in hair and dries hair quickly. Over the medium term, the hair care market is expected to grow owing to the demand for free-from products and rising disposable income.

France Hair Care Market Trends

Growing Demand For Natural Products

The hair care market in France is witnessing rising demand for natural and organic products owing to the rise in consumer awareness about the harmful effects of certain compounds, such as paraben and aluminum compounds, present in hair care products. The high demand for natural ingredients has been quite evident in the market studied, leading to most companies launching products with nature-inspired ingredients, such as plant-inspired and premium botanical ingredients. Among the organic

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hair care product types, such as conditioners and shampoos, serums and oils, and styling, the former holds most of the global organic hair care market, owing to its wide usage. Further, anti-dandruff organic oils are expected to register robust growth over the forecast period. The global atmospheric and seasonal changes affect hair growth considerably, which is one of the primary reasons driving the consumption of organic hair care products. In May 2021, the coconut water brand Vita Coco entered the European market by launching a new hair care product line. The products include shampoos, conditioners, and treatments. The products are available in France, the United Kingdom, and Germany in retail shops and online websites like Amazon, brand website, and Tim Rees.

Shampoos Segment is Growing at a Significant Pace

Nowadays, people are conscious about hair care which boosts the hair care product market owing to its organic and beneficial properties. Different types of hair shampoos are preferred by people with different hair types. Demand for clean-label and organic shampoo products is increasing in France. Regional brands like Klorane, Phyto, Kerastase, and many more are launching innovative luxury shampoos with the use of natural ingredients. The market players are considering the demand of consumers and launching products with high quality. Due to the cost-effectiveness and availability of products, young consumers are buying products according to their preferences. Furthermore, an increase in e-commerce sales is also driving the market. In April 2022, Bulldog Skincare expanded into hair care with a range of natural styling products for men across Europe.

France Hair Care Market Competitor Analysis

The France Hair Care market is competitive with various central and small players. Different luxury brands also exist in the market, accounting for the demand for luxury hair care products. The market is dominated by significant players such as L'Oreal S.A., Unilever PLC, Procter and Gamble Company, The Estee Lauder Companies Inc, and Pierre Fabre Group, which are taking steps toward product innovation to attract consumers. Advanced distribution network and manufacturing expertise give an upper edge to the manufacturers to expand their range of products in France market. Mergers and acquisitions among major players are further strengthening the market. In March 2022, Kao Corporation launched a new hair care line Wakati for natural and textured hair. The products are designed for women with three to four hair types, especially for kinks, coils, and curls. The products were launched in EMEA and across Europe.

Additional Benefits:

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

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