

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

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Report description:

Australia's Hair Care Market is poised to grow at a CAGR of 4.45% over the forecast period.

The changing consumer dynamics, coupled with increasing product awareness, have been identified as the major driver for the market. In addition, amid the growing prevalence of hair thinning, loss of volume, dryness, and several other hair-related concerns among consumers across the country, hair care products are emerging as the most affluent and cost-effective way. Moreover, consumers are opting for products that do not contain synthetically derived chemicals, propelling vendors to launch hair care products that contain ingredients derived from natural and organic sources.

Furthermore, there is an increasing demand for at-home hair care products that enable consumers to use their personalized treatments, with the premium ingredients of choice, as per their needs. The shampoo is the most preferred and used hair care product in the country for its cleansing and outward nourishment properties. Personalized hair care products with desired functionality such as hair loss treatment, hair repair, and others are gaining importance. Combo product offerings that contain hair conditioning and hair nourishing elements are preferred as they are easily available in the market. Moreover, manufacturers in the market are focusing on introducing clinically proven and scientifically backed products to attract consumers. Celebrity endorsements and extensive marketing of the products propel the sales of these hair care products as they reach maximum consumers and encourage them to try novel products available in the market.

Australia Hair Care Market Trends

Shampoo Holds a Prominent Share in the Australian Hair Care Market

The changing consumer dynamics, coupled with increasing product awareness, have been identified as the major driver for shampoo sales in the Australian hair care market. Additionally, the increasing cases of hair loss and hair damage shampoo products among the population have also driven the demand for shampoo in the country. Shampoo products that come with

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anti-dandruff, anti-thinning, and hair repair treatments are gaining importance in the market for their additional functionality. Moreover, the focus on the premium sector is expected to increase among the urban and youth population, with consumers willing to spend on premium shampoo products offering faster results. Also, shampoo products designed for specific hair types are gaining popularity among users, with companies now focusing on products with rich inactive ingredients. Therefore, factors such as these are further pushing the sales of shampoo in the market studied.

Growing Demand for Organic/Natural Care Products

In Australia, a growing number of people gained awareness about the benefits of natural and organic products. The high demand for natural ingredients has been quite evident in the market studied, which has led to the majority of companies launching products with nature-inspired ingredients, such as plant-inspired and premium botanical ingredients. Organic hair care products are available with a variety of specifications that are specially produced for different types of hair, such as dry scalp and normal and oily scalp. Moreover, Australian consumers are getting aware of side effects caused due to harsh chemicals like ammonia in hair color, which has led consumers to choose herbal/organic hair colors. The atmospheric and seasonal changes affect hair growth to a considerable extent, which is one of the major reasons driving the consumption of organic hair care products. Owing to the demand for natural and medicinal products in the market, new entrants are focusing on brand launches with natural hair care options. For instance, in March 2022, the Vedix brand of India launched its international debut across Australia as well. The hair care product of the company includes hair oil which helps in strengthening the roots, rejuvenates the hair follicles, and promoted healthy hair growth.

Australia Hair Care Market Competitor Analysis

The Australian hair care market is a competitive market, with the presence of various local and international companies. Major companies dominate the market with a major market share. Companies come up with various strategies to remain in the competition. Acquisitions and product innovations are the major strategies followed. Players are also incorporating natural/organic products in their portfolio. Some of the major players are Procter & Gamble, Unilever PLC, Henkel AG & Co. KGaA, and L'Oreal SA.

Additional Benefits:

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

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