

Germany 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 German hair care market is projected to witness a CAGR of 2.37% over the upcoming five years.

In Germany, a growing number of people have gained awareness about the benefits of natural and organic products, the effects of harmful chemicals in the existent ones, and the ability to take care of hair in the house itself, resulting in a decline in salon visits.

In Germany, with the increasing trend toward e-commerce, online retailing has been established as a strong distribution channel for sales. It is expected to grow at a significant rate during the forecast period.

Over the upcoming years, the market is anticipated to be driven by rising hair-related issues and rising fashion trends. Additionally, a rise in the demand for professional products and increased salon service penetration across the globe are expected to enhance the market in the upcoming years. Further, it is anticipated that evolving grooming trends and technological advancements in product manufacturing will drive the market during the anticipated years. Some limitations and difficulties can impede market expansion. Market limitations are anticipated to be caused by more expensive hair care procedures and possible adverse effects on the hair and scalp from some hair care products.

Germany's hair care market has been affected by the COVID-19 crisis due to the closure of retail and salon stores, which led to a decline in sales. Due to the closure of salons, consumers adopted new trends such as do-it-yourself (DIY). Since many salons were closed, consumers avoided these services because of concerns about close physical contact. The changing fashion trends and rise in awareness of the availability of new, more effective, and safer hair care products have led to a significant increase in the use of these products, which in turn is boosting sales in Germany.

Germany Hair Care Market Trends

Growing Appeal for Organic and Natural Products

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Consumers with sensitivity tend to look for natural and fragrance-free products. There has been a growing shift toward fragrance-free products in European countries like Germany. Wherein according to research by Battelle Memorial Institute and Silent Spring Institute, the analysis of 18 commonly used products like relaxers, hair root stimulators, and anti-frizz products detected 66 chemicals with potentially toxic effects. The key driver in the market is the desire for a presentable personal image among consumers, which also leads to their awareness of personal hygiene 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 country. Such factors compelled manufacturers to improve their product offerings to match consumer requirements.

Furthermore, the increasing trend of organic concept stores for organic products among consumers is also anticipated to enhance the growth of natural and organic hair care products in the market. For instance, OXO has its operations in Berlin, Germany. They claim to provide hair salons with a clean, safe, and long-lasting flat iron processing that straightens curls, eliminates frizz, and repairs damaged hair; OXO created a specially formulated organic hair treatment for its customers.

Shampoo Holds a Major Market Share

The favorable economic circumstances in the country allow consumers to afford the usually higher-priced consumer products, which results in improving the health and wellness of consumers. The country's cosmeceutical industry (including the hair care market) is based on product innovation and new product launches where consumers' inclination toward natural and organic products is expected to have a high possibility of witnessing growth. The products with natural ingredients (under the "free-from" labeling) are anticipated to scale the market for cosmeceuticals.?

Consumers in the country prefer more variety in their hair care products, ranging from braids to weaves, to chemical treatments, to other drastic style changes. Dry shampoos are expected to revolutionize the hair care industry in the region. Moreover, consumers are looking for shampoos infused with oils, including blended formulations and pure organics, thus, providing healthy fixes for dry and damaged hair. The demand for shampoos is growing, due to a rising prevalence of disorders related to hair, such as dandruff, hair fall, oily hair, dryness of hair, itchiness, and many others. The growth of the shampoo market is also supported by a changing lifestyle and growing urbanization, along with increasing environmental pollution. Also, the introduction of innovative products, such as herbal shampoos, along with employing aggressive marketing strategies will also boost the growth of the shampoo market. Also, the trend of using different types of shampoos for different hair-related problems will give a fillip to the market of shampoos. Therefore, the sales of shampoos have increased significantly.

Apart from this, the market in the country is driven by the presence of prominent players such as Beiersdorf AG, Henkel, and various other companies. Being domestic players, these companies are aware of the consumer preferences in the country and are launching new products at regular intervals.

Germany Hair Care Market Competitor Analysis

The German hair care market is competitive with various small and big companies. Major companies dominate the market with a significant market share. Companies come up with multiple strategies to remain in the competition. Players are also into incorporating natural/organic products in their portfolio. The players operating in the market are focusing on adopting key strategies, like product innovation, rapid market expansion, merger and acquisition, and partnerships, to gain better market share, strengthen the consumer base, and gain a competitive edge over other companies. Key players in the market include L'Oreal SA, Henkel AG & Co.KGaA, Shiseido Company Ltd, Unilever PLC, and Beiersdorf AG. The key players are focusing on introducing new products and expanding their presence into new markets to cater to the interests of consumers and achieve significant market share.

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