

## **United States Hair Care Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 136 pages | Mordor Intelligence

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### **Report description:**

The US hair care market is valued at USD 13,287.77 million in the current year and is projected to register a CAGR of 2.9% over the next five years.

According to the 2021 data from the International Journal of Dermatology and the United States National Library of Medicine, 33% of COVID-19 survivors in the United States experienced Telogen effluvium hair loss. A COVID-19 survivor experiences this type of acute hair loss due to the body's weakness from the illness. Also, the pandemic gave rise to stress-induced hair loss due to the uncertainty of the situation. This factor could pave the way for anti-hair loss or hair-thickening products during the forecast period. Post-COVID, work stress, frequent change in hair styling, and excessive use of chemicals on hair are also causing hair damage. Thus, in 2021, virtue Labs launched Flourish female-focused hair loss lines.

The US haircare market witnessed several changes in the past decade, with the emergence of various hairstyling, hair regrowth, and hair colorant products. The shampoo segment is expected to maintain its dominance in the market, while the hair colorant and conditioner segments may witness rapid adoption rates over the forecast period. The demand for hair care products across the region is primarily boosted by the increased consumer demand for sustainable, chemical-free, and eco-friendly products, along with a surge in product developments based on contemporary market potentials. The fashion-conscious youth is constantly aware of various hair care offerings, such as hair styling and colorant products, to express their individuality. Thus, such consumer habits are driving the market.

### US Hair Care Market Trends

#### Escalating Expenditure on Hair Care Products

The market is experiencing growth due to the availability and affordability of hair care products, such as shampoo, conditioner, oil, and hair spray, leading to enhanced spending patterns in the hair care market. An increasing number of millennials are

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experiencing hair problems like hair fall and dandruff due to changing lifestyle patterns, along with an increase in stress levels, especially among the working-class women population, which may boost the demand for hair care products during the forecast period. A further shift in consumer preferences and discretionary spending on hair care products encourages manufacturers to bring product innovations in terms of packaging to boost the market demand.

Products such as treatment oils for hair loss protection, imparting shine, and decreasing frizz are available in dropper packaging for proper dosing and precise application. Companies have also started offering travel-size packaging, such as sachets, deluxe samples, and mini bottles, for convenience and portability, which are acting as driving factors for the market studied. In response to the rising expenditure on hair care products, the players operating in the market are implementing various strategies, like product innovations, expansions, and promotional investments, to gain market share. For instance, in September 2022, Epres launched a new product, Olaplex, for bond repair for heat-damaged hair.

### Shampoo Holds the Largest Share

There is a growing demand for shampoos due to the rising prevalence of hair problems, such as dandruff, hair fall, oily hair, and itchiness, which may boost shampoo sales during the forecast period. Dry shampoo has gained prominence in the United States over the last five years. The benefit of daily shampooing is questioned as many argue that frequent washing can strip the hair from its natural oils, creating an opportunity for dry shampoos. Further, convenience is a compelling attribute for consumers, as it plays a definite part in purchases. Companies started incorporating convenient attributes to their dry shampoo products, keeping in line with consumer preferences.

The demand for herbal shampoos is growing at a more excellent pace than cosmetic shampoos, dry shampoos, and anti-dandruff shampoos. Natural ingredients and botanicals for hair care products are performing well in the United States, thus boosting the herbal shampoo market. Product innovations, the emerging men's grooming sector, and increasing demand for organic shampoos are likely to drive the shampoo market during the forecast period. For instance, in August 2022, Hankel collaborated with THE UNSEEN to produce natural hair color, i.e., Color Alchemy, the world's first prismatic holographic hair color reactive to temperature.

### US Hair Care Market Competitor Analysis

The US hair care market is highly competitive. The most active companies in the market are Procter & Gamble Co., Unilever PLC, Garnier, L'Oreal SA, and Henkel AG & Co. KgaA. They consider mergers and acquisitions as their key strategies to consolidate and optimize their offerings. These players merge with local players to gain dominance in the local markets. Procter & Gamble is one of the most active companies in the market, with numerous brands offering a broad range of hair care products. The company has spent considerably on improving the quality of products and product innovation in terms of functionality, ingredients, size, and packaging. For instance, in November 2021, Procter & Gamble partnered with materials specialist Eastman to use Eastman Renew molecular-recycled plastic in packaging for its Herbal Essences brand.

### Additional Benefits:

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

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