

Bangladesh Shampoo Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

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Report description:

The Bangladeshi shampoo market is projected to record a CAGR of 6.1% during the forecast period (2022-2027).

During the pandemic, there was also a demand for hair cleansing like shampoo. Furthermore, prior to the lockdown and other travel limitations, most hair care items were sold mostly through supermarkets. With the pandemic outbreak, retail channels needed to adopt adequate preventative measures, and the COVID-19 issue severely influenced the broader retail business in Bangladesh. Furthermore, many businesses were closing or limiting their operation hours; nevertheless, this exacerbated trends that were already influencing the industry, such as the usage of e-commerce.

Factors such as increasing product innovations, growing men's grooming and other special purpose shampoos, the growing demand for organic and natural shampoos, and increasing concern among the customers about their appearance are expected to drive the market.

Value-added shampoos like 2-in-1, anti-hair fall, and anti-dandruff are highly boosting in the market.

Bangladesh Shampoo Market Trends

Increasing Demand for Herbal and Medicated Shampoo

The emerging trend of herbal and medicated shampoos is regarded as one of the crucial factors that boost the market growth for shampoo products in the country. The herbal shampoo is free from parabens, dyes, and silicones and mainly enriched with coconut milk, coconut oil, aloe vera, and other natural ingredients. People have become more health-conscious and are spending

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more money on herbal and medicated shampoos over chemical ones, thus driving sales.

Increased Access to E-commerce

The total population of Bangladesh is around 165.5 million, and according to the Bangladesh Telecommunication Regulatory Commission (BTRC), the total number of internet subscribers was 117.3 million in May 2021. Also, there were over 2,000 e-commerce sites and more than 50,000 e-commerce pages on Facebook. Facebook remains a popular method for advertising and selling products. Furthermore, the increasing availability of internet services has significantly improved the availability of web-based and online services. It has helped in the emergence of many new entrants in the market over the years.

Bangladesh Shampoo Market Competitor Analysis

Major key players are Square Toiletries Limited, Kohinoor Chemical Company, Unilever, and Proctor & Gamble, among others. The introduction of shampoo sachets was a very smart strategy adopted by the manufacturers. According to World Bank, around 62% of Bangladesh is rural, which was the target for the companies when sachets were introduced. This led to high sales, owing to the economic leverage it provided to lower-income customers of the country.

Additional Benefits:

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

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