

Perms and Relaxants Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

The perms and relaxants market is expected to register a CAGR of 4.27% during the forecast period (2022-2027).

The COVID-19 pandemic negatively impacted the hair relaxers and perms industry. Due to strict lockdowns and stringent government norms for safety, parlors and salons were shut down for a long period of time, impacting the sales of relaxers and perms. On the contrary, the market saw a rise in sales during the pandemic due to the growing preference for personal grooming at home.

Increased preference for hairstyling, changing lifestyles, urbanization, and marketing and promotional activities are the primary factors fueling the growth of perms and relaxants. The increasing preference of women toward naturally styling their hair has boosted the demand for perms and relaxants. Additionally, the major influence of celebrities and the rising income levels of consumers have escalated the demand further.

The major players in the market are also focused on developing new products that suit consumers' changing preferences. The constant R&D has led to product innovation and market expansion. On the other hand, many African American women preferred natural hair treatments, which reduced their spending on relaxants. This factor primarily affected the market's growth negatively.

Perms & Relaxants Market Trends

Increasing Expenditure on Haircare and Hair Styling Products

Consumers' growing affinity toward personal wellness and appearance has led to an increased demand for personal grooming.

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Additionally, women are interested in grooming, specifically in hair grooming, adding efforts to enhance their hair or curls. The growing westernization and increased spending capacity have escalated the demand for hair grooming products. According to a study conducted by the National Center for Biotechnology Information (NCBI), more than two-thirds of women in Africa are using relaxants to straighten their hair. This surging demand has led to new product innovations by companies to escalate the demand for perms and relaxers. For instance, in 2021, Avlon Industries, under its brand Affirm, launched a hair conditioning relaxer system in South Africa designed for sensitive scalp. The product contains Guanidine Hydroxide, which provides extra moisture to the hair. This relaxer also retains 79% of original fiber elasticity, giving extra volume, shine, and silky feeling to the natural hair.

Middle-East & Africa Dominates the Global Market

Middle-East & Africa occupies a large portion of the perms and relaxers market. The relaxants dominate the market due to the increasing preference among women for styling their hair naturally. The women in the region prefer a variety of hairstyling and hair care products, from weaves to beads and various hairstyles. The perming products also witness significant demand from women who want to add volume, texture, and bounce to their natural hair. These products help enhance the curls for those who prefer their hair in a particular way. Saudi Arabia is experiencing a steady growth in the demand for relaxants and perms due to the increasing influence of social media and celebrity endorsements. To attract a large segment of consumers, companies are innovating new hair styling products while providing a salon-like experience at home. For instance, in 2020, Mega Growth Nigeria added a new product to its hair relaxer range. The company launched a Sensitive Care No-Lye relaxer for women with medium to fine hair texture.

Perms & Relaxants Market Competitor Analysis

The perms and relaxants market is fairly competitive. The market is consolidated with the presence of major players like L'Oreal SA, Henkel AG & Co KGaA, and Amka Products Pty Ltd, which hold most of the market share. The market's key players compete on different factors, such as offering new and differentiated products and providing better quality products to the consumers. These factors helped the major players to gain a competitive advantage in the market. Along with extending their product lines, companies are interested in catering to newer customer segments and extending their presence globally. Investing in constant research & development helped the companies understand the changing needs of consumers.

Additional Benefits:

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

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