

## **Asia-Pacific Shampoo Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

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### **Report description:**

The Asia-Pacific Shampoo Market is expected to register a CAGR of 4.23% during the forecasted period

#### Key Highlights

Consumers these days are more aware of their hair because of environmental conditions and changing eating habits. Consumer attraction toward foreign hair care products like shampoo is driving the market. Dry hair, dandruff, and grey hair are common hair problems among people. Furthermore, the use of chemical products, constant heat treatments on hair, and excessive usage of hair colors are also contributing to hair damage in the region.

Furthermore, premature hair aging and hair loss in many countries is the reason that the market for shampoos with quick results is growing in the region. In June 2022, Varese, an Indonesian beauty care brand, launched the Sexpecrum shampoo 2-in-1 conditioner. The product works as a shampoo and conditioner and also treats hair.

The penetration rate of supermarkets, hypermarkets, and convenience stores provides a platform for shampoo manufacturers to reach customers with a huge range through their innovative product portfolio. The growing adoption of online shopping among customers through e-commerce sites like Amazon, Walmart, Flipkart, and many more are increasing the sale of shampoos through online stores.

Hence, it expects to gain prominence in the market during the forecast period. Over the medium term, the market is expected to grow owing to consumer awareness, product innovations, and demand for organic products.

#### APAC Shampoo Market Trends

##### Growing Demand for Organic and Natural Hair Care Products

Shampoo is the most innovative category of the overall haircare market. Herbal formulas, such as the use of herbs and flowers in

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shampoo that have potent effects, are in high demand. Besides, natural ingredients and essential oil in shampoo have performed well in Asia-Pacific.

In countries like India, China, and Japan, the use of ayurvedic and natural ingredients in various products like shampoos and other haircare products is increased. Consumer awareness about using herbal and natural shampoos is increased as harmful effects of chemical-rich shampoos have been observed in the past few years.

Herbal shampoos include natural plant and herb extracts in a powdered or crude form that provide a variety of positive effects on the hair and scalp without causing any adverse effects. This factor boosts the demand for herbal shampoo in the region.

Moreover, the growing personal care industry is expected to boost the market in the Asia-Pacific region. In countries like India, Japan, and China, ayurvedic shampoos are in demand due to different hair types. For instance, in May 2022, Medimix, a brand for AVA Group, launched new total care shampoo enriched with natural ingredients suitable for all hair types in India.

### India is the Fastest Growing Country in Shampoo Market

The Indian shampoo market is projected to record the fastest growth rates in the Asia-Pacific region. Changing consumer dynamics, coupled with increasing product awareness, has been identified as the major driver of the market. These changes are due to the high millennial population, migration toward cities, and rising women's employment. This migration to cities has directly impacted the market of traditional hair care products.

Meanwhile, the existing population of the cities is the reason for the increase in sales from specialty stores, e-commerce websites, and particularly salons. Additionally, the attraction of consumers toward hair styling products and the frequent use of heat treatments is causing hair damage. Furthermore, demand for vegan and plant-based products is also increasing owing to their benefits. Therefore, market players are launching products with plant-based ingredients in them.

For instance, in May 2021, Beacon Bio Life Sciences Private Limited's "Atulya" brand unveiled its new Veg Keratin and Wheat Protein range of products, which includes hair shampoo, conditioner, hair oil, and hair mask. Atulya introduced a hair care product range made with Veg Keratin, a vegetable alternative to animal keratin.

### APAC Shampoo Market Competitor Analysis

The Asia-Pacific shampoo market is highly competitive, with multinational brands occupying a major chunk of the market. However, domestic brands are increasingly growing their presence in botanical and natural product categories. Acquisition and new product innovation in shampoos focus on active ingredients, which is the main strategy players adopt. Some of the major players in the market studied are Procter & Gamble Co., L'Oreal S.A., Himalaya Global Holdings Ltd., Kao Corporation, and Unilever PLC, among others. Due to growing hair problems like hair loss, grey hair, and dandruff problems, the market players have been launching products with innovative technologies. For instance, in June 2022, Absolutely Ayur, a brand of Super Cluster pi, launched New Natural Black Hair Color Shampoo made with Ayurvedic ingredients and modern science. The product claims to color hair in less than 10 minutes.

Additional Benefits:

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

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