

Dry Shampoo Market Forecast to 2030

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Report description:

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Market Overview

As per MRFR Analysis, the global Dry Shampoo Market is anticipated to register a notable CAGR during the review period. The developing populace experiencing dandruff issues is supposed to fuel its market development during the conjecture time frame. The rising pattern in the design business and the experienced populace made more awareness to pursue better social, that have sustained hair styling items. The rising significance of actual presence with some adjusted style sense has continually been created since individuals can bear the cost of rich and costly brands of corrective items because of their expanded pay and monetary freedom. The expanded development of the style business has, at last, helped the development of restorative items. Also, the expanded usage of simple-to-involve shampoo for better sustenance of hair has been developing.

Quickly created innovation is, at last, changing the manufacturing system of hair care and beauty care products items. Arising advancements are satisfying the prerequisite of worldwide purchasers with creative items, that gives greater quality made merchandise as indicated by their necessities. The makeup business is embracing innovations like virtual and expanded reality to give a more redone experience to purchasers. In this, the expanded reality assists with introducing the virtual show of the items. Also, the significant brands working in hair care items continually center around improvement through new advancements made accessible in the market.

Market Segmentation

The segmentation of the dry shampoo market based on type includes spray and powder.

Based on its purposes, dry shampoo is divided into several categories, including anti-dandruff, color protection, hair loss protection, everyday care, and multi-function.

Supermarkets, hypermarkets, specialty shops, and other retail establishments are included in the store-based section. Online platforms and e-commerce websites fall under the category of non-store-based channels.

Regional Insights

The North America Dry Shampoo market represented USD 1.03 billion in 2021 and is supposed to show a 4.9% CAGR during the review time frame. The North American dry shampoo market is experiencing significant growth, primarily driven by the increasing number of salons, spas, and hair studios in key regions such as the US, Canada, and Mexico. The US dry shampoo market is expected to witness substantial growth during the forecast period.

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In Europe, the dry shampoo market holds the second-largest market share. This can be attributed to the emergence of specialized activities and celebrity endorsements promoting dry shampoo products, which are expected to positively impact the growth of the German dry shampoo market.

The Asia-Pacific dry shampoo market is projected to grow at a CAGR of 8.0% from 2022 to 2030. Premium hair styling products, including dry shampoo, are witnessing increasing sales in affluent Chinese coastal regions such as Shanghai, Zhejiang, and Guangdong. Additionally, Chinese consumers are facing early hair loss concerns alongside the trend of premiumization.

Major Players

Key companies in the dry shampoo market are Kao Corporation, Unilever Plc, L'Oréal Group, The Estée Lauder Companies Inc., Procter & Gamble Company, Shiseido Company Limited, Pierre Fabre Group, LVMH Group, Church & Dwight Co Inc., Henkel Limited.

COVID 19 Impacts

We are continuously tracking the impact of the COVID-19 pandemic on various industries and verticals within all domains. Our research reports include the same and help you understand the drop and rise, owing to the impact of COVID-19 on industries. Also, we help you to identify the gap between the demand and supply of your interested market. Moreover, the report helps you with the analysis, amended government regulations, and many other useful insights.

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