

North America Haircare Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-09-04 | 47 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

North America Haircare Market Summary, Competitive Analysis and Forecast to 2027

Summary

Haircare in North America industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The haircare market consists of retail sales of conditioner, hair colorants, hair loss treatments, perms & relaxers, salon hair care, shampoo and styling agents. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2022 exchange rates
- The North American Haircare market had total revenues of \$15,382.4 million in 2022, representing a compound annual growth rate (CAGR) of 3.4% between 2017 and 2022.
- Market consumption volume increased with a CAGR of 2.2% between 2017 and 2022, to reach a total of 2,899.2 million units in 2022.
- The performance of the market is forecast to decelerate, with an anticipated CAGR of 2.9% for the five-year period 2022 - 2027, which is expected to drive the market to a value of \$17,735.4 million by the end of 2027.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the haircare market in North America
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the haircare market in North

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

America

- Leading company profiles reveal details of key haircare market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the North America haircare market with five year forecasts

Reasons to Buy

- What was the size of the North America haircare market by value in 2022?
- What will be the size of the North America haircare market in 2027?
- What factors are affecting the strength of competition in the North America haircare market?
- How has the market performed over the last five years?
- What are the main segments that make up North America's haircare market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market share

1.8. Market rivalry

1.9. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Market share

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.2. Who are the leading players in the North American haircare market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. Which companies market shares have suffered over the same period (2017-2022)?
- 7.5. What are the most popular brands in the North American haircare market?

8 Company Profiles

- 8.1. L'Oreal SA
- 8.2. The Procter & Gamble Co
- 8.3. Wella AG
- 8.4. Unilever Plc.

9 Macroeconomic Indicators

- 9.1. Country data

10 Appendix

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

North America Haircare Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-09-04 | 47 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-03-07
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com