

Europe Hair Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Europe Hair Care Market size is estimated at USD 21.34 billion in 2024, and is expected to reach USD 24.02 billion by 2029, growing at a CAGR of 3.08% during the forecast period (2024-2029).

Consumer behavior towards maintaining a quality life makes Europe a potential market for innovations and launches in hair care products. Furthermore, veganism is rising among the new and old generations of European regions such as Germany, adding to the demand for organic vegan hair care products. Brands such as XMONDO, verb, and sun bum provide vegan and cruelty-free hair care products in the European market. In Europe, the usage of hair care products like hair oil is strongly driven by women of all age groups. Recently, an increase in hair oil usage was witnessed in the United Kingdom, owing to consumer awareness of its benefits. The ex-pat population is the major consumer of hair oil in the United Kingdom, driving the product's sales. According to the migration statistics published on the United Kingdom parliament's website, 6.0 Million (9% of the country's population) ex-pats were living in the United Kingdom in 2021.

Additionally, due to the climatic properties in Europe, hair care products such as shampoo, conditioners, and hair oils, including jojoba, argan, and avocado, are highly used for hair and skin applications, thus boosting the growth of the hair oil market in Europe. Owing to the factors above, manufacturers worldwide are using innovative strategies to promote their products in the European market. For instance, Brands such as Parachute, Goldwell and sky organics increased their brand awareness in the European market with the help of social media such as Instagram and VK using content marketing and targeted ads.

European Hair Care Market Trends

Significant Rise in Hair Care Expenditure

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Availability and affordability of hair care products, such as shampoo, conditioner, oil, spray, etc., supported by the growth of online distribution channels, are pivotal in increasing spending on hair care products across the region. Furthermore, the market has witnessed an increasing number of millennials experiencing hair problems like hair fall and dandruff owing to changing lifestyle patterns, along with an increase in stress levels among the working-class women population, which is expected to boost the demand for these products. The growing inclination of consumers to use hair care products to maintain good hair health further supports the sales of branded hair care products. Additionally, because of their busy lifestyle, consumers are spending more on hair care services from salons, which is also a significant factor driving the market growth.

Additionally, the growing awareness about hair care products through social media, magazines, and TV advertisements encourages consumers to explore various hair care brands. According to Office for National Statistics (UK), in 2021, households in the United Kingdom's second-lowest decile spent an average of GBP 1.80 per week on hair and cosmetic products. Comparatively, families in the top ten percent spent nearly 5.5 times as much as those in the bottom ten percent. For most income categories, the typical weekly spending on cosmetics, hair products, and related electrical equipment made up about one percent of total family spending.

Shampoo is the Largest Market

The shampoo segment dominated the sales of Europe hair care products. With evolving consumer demand for shampoo products prepared with natural ingredients, manufacturers are continuously expanding their product portfolio with new and innovative product offerings for various hair types and hair-related problems. Innovation such as convenient pack size, use of value-added ingredients in the product, and growing demand for natural shampoo has fueled the market's growth. For instance, in August 2021, Monday Haircare launched in the United Kingdom with its 8-piece collection, which is divided into four targeted lines, each including a shampoo and conditioner, to suit everyone's hair types and hair care needs.

Moreover, consumers are looking for shampoos infused with oils, including blended formulations and pure organics, thus, providing healthy fixes for dry and damaged hair. According to estimates by the European Commission, the production value of shampoo was almost EUR 2.13 billion in 2021. Production value grew overall throughout the period under review.

European Hair Care Industry Overview

Europe's haircare market is highly competitive with key players such as L'Oréal SA, Unilever PLC, Kao Corporation, Procter & Gamble Company, and Henkel AG & Co., KGaA. The major strategies adopted by the companies operating in the hair care market include product innovations, expansions, and mergers and acquisitions. Companies are increasing their investments in research and development (R&D) and marketing and expanding their distribution channels to maintain their position in the market. Sustainable competitive advantage through innovation is the main criterion for the growth of the market share of major players across the region.

Additional Benefits:

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

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