

Australia Hair Care Market Report and Forecast 2024-2032

Market Report | 2024-03-27 | 102 pages | EMR Inc.

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Report description:

Australia Hair Care Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Australia hair care market size reached a value of USD 982 million in 2023. Aided by heightened consumer awareness and an increasing emphasis on personal grooming and hair health, the market is projected to further grow at a CAGR of 3.60% between 2024 and 2032 to reach a value of USD 1390 million by 2032.

Hair care refers to the hygiene and cosmetology practices associated with the care and maintenance of human scalp hair, facial hair, pubic hair, and other body hair. This encompasses a wide range of activities and products designed to clean, condition, treat, protect, style, and enhance the appearance and health of hair. Hair care routines and the products used can vary greatly depending on an individual's hair type, concerns, and personal preferences.

Increasing awareness of the importance of scalp health is driving the Australia hair care market growth. Products such as scalp scrubs, serums, and oils are gaining traction, as consumers recognise the scalp's role in overall hair health. Another significant driver of the market is the growing consumer inclination towards natural and organic products. This shift is underpinned by a broader awareness of health and environmental issues associated with synthetic additives. Australian consumers are progressively seeking out hair care solutions that are free from sulphates, parabens, silicones, and artificial fragrances, favouring products infused with natural ingredients like tea tree oil, argan oil, and aloe vera.

The Australia hair care market is witnessing rapid technological advancements and product innovation. Brands are leveraging scientific research to develop advanced formulations that address specific hair concerns such as damage repair, scalp health, and hair thinning.

The male grooming segment is expanding significantly in the market. Australian men are becoming increasingly conscious of hair care and styling, driving demand for products specifically formulated for men, including shampoos, conditioners, styling gels, and hair loss treatments. As per the Australia hair care market analysis, this demographic shift is prompting brands to diversify their product lines and marketing strategies to cater to the male audience.

The demand for customised and personalised hair care products is on the rise. Consumers are seeking solutions tailored to their specific hair types, conditions, and goals. Advances in technology enable brands to offer personalised online consultations, leveraging algorithms and data analytics to recommend products or create bespoke formulas, which further boosts the Australia

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hair care market share. This trend extends beyond shampoos and conditioners to include personalised styling products and hair treatments, enhancing consumer engagement and satisfaction.

Sustainability and ethical manufacturing practices are becoming paramount in consumer decision-making processes. Australian consumers are advocating for eco-friendly packaging, cruelty-free testing, and sustainably sourced ingredients. Hair care brands are responding by adopting green initiatives, such as using recyclable materials, minimising water usage in production, and ensuring supply chain transparency.

As per the Australia hair care market outlook, the urban centres of Sydney, Melbourne, and Brisbane are the hotspots for hair care product consumption, attributed to higher disposable incomes, diverse demographic profiles, and the concentration of retail outlets. However, there is growing market penetration in rural areas and smaller cities, facilitated by e-commerce platforms that provide wider product accessibility.

The future of the market looks promising, with continued growth anticipated across various product segments. As consumer preferences evolve towards more personalised, natural, and sustainable hair care solutions, the market will likely see a surge in innovative product offerings and eco-conscious brands. The integration of technology in personalisation and the emphasis on ethical practices are set to fuel the Australia hair care market expansion.

Market Segmentation □

The market can be divided based on type, distribution channel, and region.

Market Breakup by Type

- Shampoo
- Conditioner
- Hair Colorant
- Hair Styling Products
- Others

Market Breakup by Distribution Channel

- Hypermarkets/Supermarkets
- Convenience Stores
- Speciality Stores
- Online
- Others

Market Breakup by Region

- New South Wales
- Victoria
- Queensland
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Australia hair care market. Some of the major players explored in the report by Expert Market Research are as follows:

- Unilever plc
- Procter & Gamble Co.
- Henkel AG & Co KGaA
- L'Oreal SA
- Kao Corporation
- De Lorenzo
- Natural Australian Kulture Pty Limited
- Costralia Pty Ltd
- Natures Organics Pty Ltd.
- Evo Labs Pty Ltd.

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- []My Skincare Manufacturer Pty Ltd

- []Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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