

Global Hair Conditioner Market Report and Forecast 2024-2032

Market Report | 2024-05-02 | 210 pages | EMR Inc.

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Report description:

Global Hair Conditioner Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global hair conditioner market size reached a value of USD 13.84 billion in 2023. Aided by evolving consumer preferences, technological advancements, and increasing awareness regarding hair care, the market is projected to further grow at a CAGR of 5.9% between 2024 and 2032 to reach a value of USD 23.16 billion by 2032.

Hair conditioner plays a crucial role in enhancing the health and appearance of hair. It is a specialised product designed to nourish and moisturise the hair, addressing common issues such as dryness, frizz, and damage. Typically applied after shampooing, hair conditioners work by replenishing lost moisture, smoothing the hair cuticles, and providing essential nutrients to promote strength and vitality.

Advanced ingredients such as keratin, argan oil, and plant-based extracts are being incorporated into formulations to provide targeted benefits such as hydration, repair, and shine. Additionally, the development of leave-in conditioners and hair masks offers consumers more options for intensive treatment and styling.

The hair conditioner market growth is driven by shifting consumer preferences and lifestyle trends. Increasing urbanisation, coupled with rising disposable incomes, has led to heightened consciousness regarding personal grooming and appearance, thereby driving the demand for hair care products, including conditioners.

Moreover, the growing awareness regarding the adverse effects of environmental factors such as pollution, UV radiation, and chemical treatments on hair health has prompted consumers to seek out products that offer protective and reparative benefits. Hair conditioners, with their formulations enriched with vitamins, minerals, and natural extracts, are increasingly perceived as essential components of a holistic hair care regimen.

The market is witnessing a wave of innovation aimed at catering to diverse consumer needs and preferences. Manufacturers are introducing a wide array of product variants tailored to specific hair types, textures, and concerns, ranging from volumising and strengthening formulas to those designed for colour-treated or curly hair, leading to hair conditioner market development. E-commerce platforms are expected to dominate a large portion of the hair conditioner market due to the wide range of products catering to various hair types. Providing ingredient lists, instructions for use, customer feedback, and detailed product

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descriptions enables customers to make well-informed choices. Additionally, quick shipping, easy returns and exchanges, refunds, and discounts contribute to an improved shopping experience for consumers, leading to hair conditioner market expansion. Furthermore, the advent of technology has revolutionised the formulation and delivery mechanisms of hair conditioners. Advanced ingredients such as keratin, argan oil, and plant-based extracts are being incorporated into formulations to provide targeted benefits such as hydration, repair, and shine. Additionally, the development of leave-in conditioners and hair masks offers consumers more options for intensive treatment and styling.

The market also reflects diverse preferences and trends across different geographical regions. In developed economies such as North America and Europe, where personal grooming is deeply ingrained in lifestyle culture, the demand for premium hair care products, including conditioners, remains robust.

As per the hair conditioner market analysis, emerging markets in Asia Pacific and Latin America are witnessing rapid growth driven by factors such as increasing urbanisation, expanding middle-class population, and growing awareness regarding personal care and hygiene. Rising disposable incomes in these regions are translating into higher spending on beauty and grooming products, thereby fuelling the demand for hair conditioners.

Market Segmentation □

The market can be divided based on the type, distribution channel, end use, and region

Market Breakup by Type

- Leave-In
- Rinse-Out
- Deep
- Others

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Speciality Stores
- Convenience Stores
- Drug Stores
- Online
- Others

Market Breakup by End Use

- Men
- Women
- Kids

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

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 global hair conditioner market. Some of the major players explored in the report by Expert Market Research are as follows:

- Johnson & Johnson Services, Inc.
- L'Oreal SA
- Unilever plc
- The Estee Lauder Companies Inc.
- The Procter & Gamble Company

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- []Kao Corporation
- []Oriflame Holding AG
- []Amway Corp.
- []Beccair LLC
- []The Nature's Co.
- []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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