

Perms and Relaxants - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Perms and Relaxants Market is expected to register a CAGR of 4.27% during the forecast period.

The COVID-19 pandemic negatively impacted the hair relaxers and perms industry. Due to strict lockdowns and stringent government norms for safety, parlors and salons were shut down for a long period of time, impacting the sales of relaxers and perms. On the contrary, the market saw a rise in sales during the pandemic due to the growing preference for personal grooming at home.

Increased preference for hairstyling, changing lifestyles, urbanization, and marketing and promotional activities are the primary factors fueling the growth of perms and relaxants. The increasing preference of women toward naturally styling their hair has boosted the demand for perms and relaxants. Additionally, the major influence of celebrities and the rising income levels of consumers have escalated the demand further.

The major players in the market are also focused on developing new products that suit consumers' changing preferences. The constant R&D has led to product innovation and market expansion. On the other hand, many African American women preferred natural hair treatments, which reduced their spending on relaxants. This factor primarily affected the market's growth negatively.

Perms and Relaxants Market Trends

Increasing Expenditure on Haircare and Hair Styling Products

Consumers' growing affinity toward personal wellness and appearance has led to an increased demand for personal grooming.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Additionally, women are interested in grooming, specifically in hair grooming, adding efforts to enhance their hair or curls. The growing westernization and increased spending capacity have escalated the demand for hair grooming products. According to a study conducted by the National Center for Biotechnology Information (NCBI), more than two-thirds of women in Africa are using relaxants to straighten their hair. This surging demand has led to new product innovations by companies to escalate the demand for perms and relaxers. For instance, in 2021, Avlon Industries, under its brand Affirm, launched a hair conditioning relaxer system in South Africa designed for sensitive scalp. The product contains Guanidine Hydroxide, which provides extra moisture to the hair. This relaxer also retains 79% of original fiber elasticity, giving extra volume, shine, and silky feeling to the natural hair.

Middle-East & Africa Dominates the Global Market

Middle-East & Africa occupies a large portion of the perms and relaxers market. The relaxants dominate the market due to the increasing preference among women for styling their hair naturally. The women in the region prefer a variety of hairstyling and hair care products, from weaves to beads and various hairstyles. The perming products also witness significant demand from women who want to add volume, texture, and bounce to their natural hair. These products help enhance the curls for those who prefer their hair in a particular way. Saudi Arabia is experiencing a steady growth in the demand for relaxants and perms due to the increasing influence of social media and celebrity endorsements. To attract a large segment of consumers, companies are innovating new hair styling products while providing a salon-like experience at home. For instance, in 2020, Mega Growth Nigeria added a new product to its hair relaxer range. The company launched a Sensitive Care No-Lye relaxer for women with medium to fine hair texture.

Perms and Relaxants Industry Overview

The perms and relaxants market is fairly competitive. The market is consolidated with the presence of major players like L'Oreal SA, Henkel AG & Co KGaA, and Amka Products Pty Ltd, which hold most of the market share. The market's key players compete on different factors, such as offering new and differentiated products and providing better quality products to the consumers. These factors helped the major players to gain a competitive advantage in the market. Along with extending their product lines, companies are interested in catering to newer customer segments and extending their presence globally. Investing in constant research & development helped the companies understand the changing needs of consumers.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 4.3.1 Threat of New Entrants
- 4.3.2 Bargaining Power of Buyers/Consumers
- 4.3.3 Bargaining Power of Suppliers
- 4.3.4 Threat of Substitute Products
- 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 By Product Type

- 5.1.1 Perms
- 5.1.2 Relaxants

5.2 By Distribution Channel

- 5.2.1 Supermarkets/Hypermarkets
- 5.2.2 Convenience Stores
- 5.2.3 Specialist Retailers
- 5.2.4 Online Stores
- 5.2.5 Other Distribution Channels

5.3 By Geography

5.3.1 North America

- 5.3.1.1 United States
- 5.3.1.2 Canada
- 5.3.1.3 Mexico
- 5.3.1.4 Rest of North America

5.3.2 Europe

- 5.3.2.1 Spain
- 5.3.2.2 United Kingdom
- 5.3.2.3 Germany
- 5.3.2.4 France
- 5.3.2.5 Italy
- 5.3.2.6 Russia
- 5.3.2.7 Rest of Europe

5.3.3 Asia-Pacific

- 5.3.3.1 China
- 5.3.3.2 Japan
- 5.3.3.3 India
- 5.3.3.4 Australia
- 5.3.3.5 Rest of Asia-Pacific

5.3.4 South America

- 5.3.4.1 Brazil
- 5.3.4.2 Argentina
- 5.3.4.3 Rest of South America

5.3.5 Middle-East and Africa

- 5.3.5.1 South Africa
- 5.3.5.2 Saudi Arabia
- 5.3.5.3 Rest of Middle-East and Africa

6 COMPETITIVE LANDSCAPE

6.1 Most Active Companies

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 6.2 Most Adopted Strategies
- 6.3 Market Position Analysis
- 6.4 Company Profiles
 - 6.4.1 LOreal SA
 - 6.4.2 Amka Products Pyt Ltd
 - 6.4.3 Henkel AG & Co. KGaA
 - 6.4.4 Jotoco Corp.
 - 6.4.5 Coty Inc.
 - 6.4.6 Makarizo International
 - 6.4.7 Kadus Professionals
 - 6.4.8 Unilever PLC
 - 6.4.9 Godrej Group
 - 6.4.10 Procter & Gamble

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Perms and Relaxants - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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 License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-26"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

