

## **Europe Shampoo Market Report and Forecast 2025-2034**

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### **Report description:**

The Europe shampoo market size was valued at USD 7.23 Billion in 2024. The market is further projected to grow at a CAGR of 4.60% between 2025 and 2034, reaching a value of USD 11.34 Billion by 2034.

Consumers are becoming more conscious of the ingredients in their beauty products and are demanding shampoos that are free from harsh chemicals, sulphates, and parabens. This trend is driving the growth of herbal shampoos and other natural shampoo products in the region. For instance, L'Oreal, a leading beauty company, has launched its "Source Essentielle" shampoo range, which is made with 99% natural-origin ingredients.

Companies are investing in research and development to create new and improved shampoo products. For instance, in 2021, Procter & Gamble launched its "Pantene Miracles" shampoo range, which is designed to address various hair concerns, such as hair fall, damage, and frizz.

Moreover, dry shampoos are becoming increasingly popular due to their convenience and time-saving benefits. For example, Batiste, a leading dry shampoo brand, has expanded its product range to include various fragrances and formulations, catering to different hair types and needs.

Medicated shampoos dominate the Europe shampoo market share as they are formulated to provide relief from scalp conditions and promote scalp health, making them a popular choice for individuals with specific dermatological needs. Nizoral Anti-Dandruff shampoo contains ketoconazole, an antifungal agent that helps control dandruff, seborrheic dermatitis, and psoriasis. Neutrogena T/Gel Therapeutic shampoo is formulated with coal tar, which helps to control scalp itching, flaking, and scaling associated with dandruff, psoriasis, and seborrheic dermatitis.

As per Europe shampoo market analysis, non-medicated shampoos in Europe encompass a wide range of products designed for general hair cleansing and maintenance. These shampoos focus on providing effective cleaning, conditioning, and nourishment. Schwarzkopf Gliss Hair Repair shampoo is designed to repair and protect hair from damage caused by heat styling, colouring, and

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environmental factors. It is a popular choice in Europe for its ability to restore hair health and shine.

## Market Segmentation

Europe Shampoo Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

### Market Breakup by Product Type:

- Medicated
- Non-medicated

### Market Breakup by Price Category:

- Mass
- Premium

### Market Breakup by End User:

- Men
- Women
- Kids

### Market Breakup by Distribution Channel:

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

### Market Breakup by Country:

- Germany
- United Kingdom
- France
- Italy
- Others

## Competitive Landscape

Market players operating in this market are emphasising sustainability, eco-consciousness, innovation, and meeting consumer demands for specialised formulations.

- L'Oreal SA
- Unilever Plc

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- Johnson & Johnson Limited
- Procter and Gamble Company
- Colgate-Palmolive Company
- Kao Corporation
- Beiersdorf AG
- Henkel AG & Co. KGaA
- Wella Operations US LLC
- Oriflame Holding Ag
- Others

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