

India Shampoo Market Report and Forecast 2025-2034

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Report description:

The India shampoo market size was valued at USD 1.20 Billion in 2024. The market is further projected to grow at a CAGR of 4.80% between 2025 and 2034, reaching a value of USD 1.92 Billion by 2034.

The India shampoo market is witnessing a significant shift towards natural and herbal products, driven by increasing awareness about the harmful effects of synthetic chemicals. Herbal shampoos, such as those made with ingredients like amla, bhringraj, and neem, are becoming increasingly popular due to their ability to fortify hair follicles and promote growth. Patanjali, a leading Indian consumer goods company offers a range of natural and herbal shampoos, such as Kesh Kanti and Neem Amla.

Hair health is becoming a major focus in the market, with consumers seeking out products that specifically target hair loss and scalp concerns. Due to the prevalence of hair loss in India and the demand for safe and effective shampoos are on the rise. Himalaya, an Indian herbal and natural health care company, offers a range of shampoos that specifically target hair loss and scalp concerns, such as the Himalaya Anti-Hair Fall Shampoo and the Himalaya Protein Shampoo.

Online channel have emerged as the fastest-growing segment in the market, driven by the convenience and accessibility of online shopping. This trend is particularly prominent among younger consumers, who are more likely to shop online and seek out different hair products. Nykaa, an Indian e-commerce platform, has seen significant growth in the shampoo market.

Medicated shampoos dominate the India 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. Non-medicated shampoos in India encompass a wide range of products designed for general hair cleansing and maintenance. These shampoos focus on providing effective cleaning, conditioning, and nourishment. Key players in the medicated segment include Dabur India Ltd., Patanjali, and Unilever; while leading companies in the non-medicated segment are Estee Lauder Companies, Hindustan Unilever Limited, L'Oreal S.A., and Procter & Gamble (P&G).

Market Segmentation

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India 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 Region

- North India
- East and Central India
- West India
- South India

Competitive Landscape

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Market players are focusing on creating products that address diverse hair concerns, offering tailored shampoo formulations, and leveraging digital and social media platforms for consumer engagement and brand loyalty.

- L'Oreal SA
- Unilever Plc
- Johnson & Johnson Consumer Inc.
- Procter and Gamble Company
- Colgate-Palmolive Company
- Dabur India Limited
- Kao Corporation
- Beiersdorf AG
- Oriflame Holding Ag
- Marico Limited
- Others

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