

India Shampoo Market Report and Forecast 2025-2034

Market Report | 2025-05-29 | 117 pages | EMR Inc.

AVAILABLE LICENSES:

- Single User License \$3599.00
- Five User License \$4249.00
- Corporate License \$5099.00

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 3.3 Inflation Trends
- 3.4 Democracy Index
- 3.5 Gross Public Debt Ratios
- 3.6 Balance of Payment (BoP) Position
- 3.7 Population Outlook
- 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Asia Pacific Shampoo Market Overview
 - 5.1 Key Industry Highlights
 - 5.2 Asia Pacific Shampoo Historical Market (2018-2024)
 - 5.3 Asia Pacific Shampoo Market Forecast (2025-2034)
- 6 India Shampoo Market Overview
 - 6.1 Key Industry Highlights
 - 6.2 India Shampoo Historical Market (2018-2024)
 - 6.3 India Shampoo Market Forecast (2025-2034)
- 7 India Shampoo Market by Product Type
 - 7.1 Medicated
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Non-medicated
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
- 8 India Shampoo Market by Price Category
 - 8.1 Mass
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Premium
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
- 9 India Shampoo Market by End User
 - 9.1 Men
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Women
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
 - 9.3 Kids
 - 9.3.1 Historical Trend (2018-2024)
 - 9.3.2 Forecast Trend (2025-2034)
- 10 India Shampoo Market by Distribution Channel
 - 10.1 Supermarkets and Hypermarkets
 - 10.1.1 Historical Trend (2018-2024)
 - 10.1.2 Forecast Trend (2025-2034)
 - 10.2 Convenience Stores
 - 10.2.1 Historical Trend (2018-2024)

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 10.2.2 Forecast Trend (2025-2034)
- 10.3 Drug Stores and Pharmacies
 - 10.3.1 Historical Trend (2018-2024)
 - 10.3.2 Forecast Trend (2025-2034)
- 10.4 Online
 - 10.4.1 Historical Trend (2018-2024)
 - 10.4.2 Forecast Trend (2025-2034)
- 10.5 Others
- 11 India Shampoo Market by Region
 - 11.1 North India
 - 11.1.1 Historical Trend (2018-2024)
 - 11.1.2 Forecast Trend (2025-2034)
 - 11.2 East and Central India
 - 11.2.1 Historical Trend (2018-2024)
 - 11.2.2 Forecast Trend (2025-2034)
 - 11.3 West India
 - 11.3.1 Historical Trend (2018-2024)
 - 11.3.2 Forecast Trend (2025-2034)
 - 11.4 South India
 - 11.4.1 Historical Trend (2018-2024)
 - 11.4.2 Forecast Trend (2025-2034)
- 12 Market Dynamics
 - 12.1 SWOT Analysis
 - 12.1.1 Strengths
 - 12.1.2 Weaknesses
 - 12.1.3 Opportunities
 - 12.1.4 Threats
 - 12.2 Porter's Five Forces Analysis
 - 12.2.1 Supplier's Power
 - 12.2.2 Buyer's Power
 - 12.2.3 Threat of New Entrants
 - 12.2.4 Degree of Rivalry
 - 12.2.5 Threat of Substitutes
 - 12.3 Key Indicators for Demand
 - 12.4 Key Indicators for Price
- 13 Value Chain Analysis
- 14 Trade Data Analysis (HS Code - 33510)
 - 14.1 Major Exporting Countries
 - 14.1.1 By Value
 - 14.1.2 By Volume
 - 14.2 Major Importing Countries
 - 14.2.1 By Value
 - 14.2.2 By Volume
- 15 Competitive Landscape
 - 15.1 Supplier Selection
 - 15.2 Key Global Players
 - 15.3 Key Regional Players

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 15.4 Key Player Strategies
- 15.5 Company Profiles
 - 15.5.1 L'Oreal SA
 - 15.5.1.1 Company Overview
 - 15.5.1.2 Product Portfolio
 - 15.5.1.3 Demographic Reach and Achievements
 - 15.5.1.4 Certifications
 - 15.5.2 Unilever Plc
 - 15.5.2.1 Company Overview
 - 15.5.2.2 Product Portfolio
 - 15.5.2.3 Demographic Reach and Achievements
 - 15.5.2.4 Certifications
 - 15.5.3 Johnson & Johnson Consumer Inc.
 - 15.5.3.1 Company Overview
 - 15.5.3.2 Product Portfolio
 - 15.5.3.3 Demographic Reach and Achievements
 - 15.5.3.4 Certifications
 - 15.5.4 Procter and Gamble Company
 - 15.5.4.1 Company Overview
 - 15.5.4.2 Product Portfolio
 - 15.5.4.3 Demographic Reach and Achievements
 - 15.5.4.4 Certifications
 - 15.5.5 Colgate-Palmolive Company
 - 15.5.5.1 Company Overview
 - 15.5.5.2 Product Portfolio
 - 15.5.5.3 Demographic Reach and Achievements
 - 15.5.5.4 Certifications
 - 15.5.6 Dabur India Limited
 - 15.5.6.1 Company Overview
 - 15.5.6.2 Product Portfolio
 - 15.5.6.3 Demographic Reach and Achievements
 - 15.5.6.4 Certifications
 - 15.5.7 Kao Corporation
 - 15.5.7.1 Company Overview
 - 15.5.7.2 Product Portfolio
 - 15.5.7.3 Demographic Reach and Achievements
 - 15.5.7.4 Certifications
 - 15.5.8 Beiersdorf AG
 - 15.5.8.1 Company Overview
 - 15.5.8.2 Product Portfolio
 - 15.5.8.3 Demographic Reach and Achievements
 - 15.5.8.4 Certifications
 - 15.5.9 Oriflame Holding Ag
 - 15.5.9.1 Company Overview
 - 15.5.9.2 Product Portfolio
 - 15.5.9.3 Demographic Reach and Achievements
 - 15.5.9.4 Certifications

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 15.5.10 Marico Limited
- 15.5.10.1 Company Overview
- 15.5.10.2 Product Portfolio
- 15.5.10.3 Demographic Reach and Achievements
- 15.5.10.4 Certifications
- 15.5.11 Others

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

India Shampoo Market Report and Forecast 2025-2034

Market Report | 2025-05-29 | 117 pages | EMR Inc.

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	\$3599.00
	Five User License	\$4249.00
	Corporate License	\$5099.00
		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="2026-02-19"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com