

## **North America Shampoo Market Report and Forecast 2025-2034**

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### **Report description:**

The North America shampoo market was valued at USD 5.99 Billion in 2024. The market is further projected to grow at a CAGR of 4.30% between 2025 and 2034, reaching a value of USD 9.13 Billion by 2034.

The increasing consumer preference for eco-friendly and plastic-free products has led to a surge in demand for shampoo bars in North America. Companies like HiBar are eliminating millions of plastic bottles by selling plastic-free shampoo bars. Additionally, the increasing number of millennials experiencing hair loss due to changing lifestyle patterns and stress levels among working-class women is driving demand for hair loss treatment shampoos, thereby propelling the North America shampoo market growth. Growing consumer awareness about hair loss treatment products via social media, magazines, and TV advertisements is leading to a significant increase in the use of these products.

The continuous efforts of supermarket companies to maintain visually appealing merchandise and the increasing adoption of online shopping for cosmetic products are driving the growth of the online segment in the shampoo market. Leading companies like L'Oreal S.A. have reported significant growth in their annual e-commerce sales revenues, indicating a shift in consumer behaviour towards online shopping for hair care products.

Medicated shampoos dominate the North America 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. 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.

Non-medicated shampoos in North America 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 environmental factors. It is a popular choice in North America for its ability to restore hair health and shine.

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## Market Segmentation

North America Shampoo Industry 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:

- United States of America
- Canada

## Competitive Landscape

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

- L'Oreal SA
- Unilever Plc
- Johnson & Johnson Limited
- Procter and Gamble Company

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- Colgate-Palmolive Company
- Church & Dwight Co. Inc.
- Kao Corporation
- HRB Brands, LLC
- Wella Operations US LLC
- John Paul Mitchell Systems
- Others

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