

United Kingdom Shampoo Market Report and Forecast 2025-2034

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Report description:

The United Kingdom shampoo market size was valued at USD 732.89 Million in 2024. The market is further projected to grow at a CAGR of 4.50% between 2025 and 2034, reaching a value of USD 1138.16 Million by 2034.

The shampoo market in United Kingdom is witnessing a growing demand for natural and organic shampoos. Brands such as Faith in Nature, John Masters Organics, and Avalon Organics offer a range of shampoos that are free from synthetic fragrances, parabens, and SLS (Sodium Lauryl Sulphate). For example, Faith in Nature's Lavender and Geranium Shampoo is made with 99% natural ingredients, including lavender and geranium essential oils, which are known for their calming and soothing properties.

The demand for herbal shampoos is also on the rise, as consumers are looking for products that are gentle on their hair and scalp. Brands such as Khadi Natural, The Body Shop, and Indola offer a range of herbal shampoos that are gentle on the hair and scalp. For example, Khadi Natural's Hibiscus Shampoo is made with hibiscus extract, which is known for its hair growth and conditioning properties.

Moreover, the demand for dry shampoos is also increasing, as consumers are looking for convenient and quick solutions for their hair care needs. Brands such as Batiste, Klorane, and COLAB offer dry shampoos that are convenient and quick solutions for hair care needs. For example, Batiste's Dry Shampoo is a popular choice among consumers, as it is available in different fragrances and sizes, and is easy to use.

As per United Kingdom shampoo market analysis, brands such as Kerastase, Shu Uemura, and L'Oreal Professionnel offer premium shampoos that are formulated with high-quality ingredients and advanced technologies. For example, Kerastase's Resistance Bain Force Architecte is a shampoo that is designed to strengthen and repair damaged hair, and is formulated with amino acids, ceramides, and gluco-peptides.

Market Segmentation

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United Kingdom 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

- England
- Wales
- Scotland
- Northern Ireland

Competitive Landscape

Key players operating in this market are shifting towards eco-friendly packaging as well as launching shampoo bars to stay ahead in the competition.

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

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

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