

United States Shampoo Market Report and Forecast 2025-2034

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Report description:

The United States shampoo market reached USD 5.28 Billion in 2024. The market is expected to grow at a CAGR of 4.10% between 2025 and 2034, reaching almost USD 7.89 Billion by 2034.

Shampoo, a viscous liquid used for hair cleaning, aims to remove unwanted build-up without stripping too much sebum, making hair more manageable. It typically contains surfactants like sodium lauryl sulphate mixed with co-surfactants in water. Private label brands are increasingly challenging mid-tier brands, intensifying competition amid economic disruptions. Despite this, sales remain steady, driven by consumer focus on hair health. Hair care products see high penetration rates, with cleansing products used universally and styling/treatment products also part of regular routines, posing challenges for market penetration. The consumer emphasis on appearance and health fuels growth in prestige hair care, with brands emphasising dermatologist recommendations and scientific claims while driving the United States shampoo market growth.

COVID-19 survivors in the US experienced hair loss, including telogen effluvium due to illness weakness and stress-induced loss from pandemic uncertainties. This trend could spur demand for anti-hair loss/thickening products. Post-COVID, work stress, frequent styling changes, and chemical use contribute to hair damage, prompting initiatives like Flourish by virtue Labs aimed at female hair loss.

The US haircare market has evolved, with shampoo dominance expected to persist while colorant and conditioner segments grow rapidly. Demand for sustainable, chemical-free, and eco-friendly products rises alongside youthful interest in hair styling/colorants for self-expression. Despite pandemic impacts reducing product needs, self-care drives conditioner usage and holistic ingredient innovation is driving the demand for shampoo products in the market.

Consumer demand for quick hair and hygiene management fuels new product demand, especially leave-in treatments and masks. Specialised products and hair-related disorder prevalence drive unprecedented shampoo demand. Scalp care interest grows, boosting demand for scalp care products to restore healthy, strong hair.

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Women aged 20-30 drive higher shampoo usage due to self-grooming trends. Rising awareness of chemical side effects spurs demand for natural, silicone/paraben/sulphate-free shampoos with naturally derived ingredients. Urbanization, disposable income growth, and changing lifestyles further propel the United States shampoo market development and growth, alongside increasing consumer awareness through digital media and other channels.

Market Segmentation

United States 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

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

Competitive Landscape

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Key players in the shampoo market in United States offer sustainable and herbal products while introducing new products in the market.

- L'Oreal SA
- Unilever Plc
- Johnson & Johnson Consumer Inc.
- Procter and Gamble Company
- Colgate-Palmolive Company
- Church & Dwight Co. Inc.
- HRB Brands, LLC
- Wella Operations US LLC
- John Paul Mitchell Systems
- Kao Corporation
- Others

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