

France Hair Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 110 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

France Hair Care Market Analysis

The France hair care market size is estimated at USD 2.07 billion in 2025, and is expected to reach USD 2.49 billion by 2030, at a CAGR of 3.73% during the forecast period. The French hair care market, one of Europe's most sophisticated beauty sectors, is experiencing growth driven by premiumization and shifting consumer preferences. Five strategic trends are shaping market dynamics, including the transition to premium products, increasing demand for natural and organic solutions, the "skinification" focus on scalp health, beauty-tech-enabled personalization, and sustainability initiatives influencing both product formulations and packaging. Despite rising value sales, growth is constrained by two critical factors: cost-conscious consumers favoring home remedies and the proliferation of counterfeit products, which undermine brand credibility. The competitive landscape is intensifying as established multinational players compete with agile indie brands that are capturing niche segments through targeted innovation. Furthermore, the convergence of beauty and wellness is unlocking new opportunities, particularly in medicated shampoos and scalp health products, which are increasingly regarded as essential by French consumers.

France Hair Care Market Trends and Insights

Rising Demand for Natural and Organic Formulations

The French hair care market is undergoing a significant shift as consumers increasingly prefer products made with natural and organic ingredients over synthetic alternatives. This change is primarily driven by growing awareness of ingredient safety and a

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

stronger focus on environmental sustainability. As a result, French consumers are carefully examining product labels and demanding greater transparency from brands to make informed purchasing decisions. This trend is particularly prominent among younger demographics, who are willing to pay a premium for products they consider cleaner, safer, and more environmentally friendly. In response to these evolving preferences, L'Oreal has strengthened its efforts to incorporate natural ingredients and adopt sustainable sourcing practices. The company's 2023 Universal Registration Document highlights its commitment to advancing Green Sciences and driving sustainable innovation, aligning its strategy with the changing demands of the market.

Growing Scalp-Health Focus Driving Medicated Shampoo

As consumers in France increasingly recognize the vital connection between scalp health and hair quality, the country's hair care market undergoes a significant transformation. Dubbed the "skinification" of hair care, this trend signals a fundamental shift in the market landscape, rather than a fleeting fad. French consumers, especially those facing challenges like hair thinning and scalp issues, are turning to intricate, multi-step hair care routines. These routines draw inspiration from sophisticated skincare regimens. In light of this heightened demand, brands are proactively introducing innovative, science-backed products. A prime example is L'Oreal Paris's Elvive Glycolic Gloss, which is meticulously crafted to cater to both hair and scalp health, aligning with the modern consumer's evolving preferences.

Adoption of Traditional At-Home Hair Care Solutions

The French hair care market faces challenges as a notable portion of consumers, particularly in rural areas and older demographics, continue to favor traditional at-home remedies over commercial products. These consumers leverage generational knowledge and readily available household ingredients. Traditional practices, such as vinegar rinses, oil treatments, and herbal infusions, directly compete with commercial offerings, especially in the natural and organic segment. This creates a strategic dilemma for manufacturers: while demand for natural ingredients is increasing, consumers aligned with natural philosophies often opt for DIY solutions instead of purchasing commercial products. Companies that adapt to this trend by developing products designed to complement traditional practices, rather than replace them, may unlock opportunities to engage this consumer segment.

Other drivers and restraints analyzed in the detailed report include:

Demand for Clean, Sustainable, and Ethical Products / Technological Innovations in Product Formulations / Proliferation of Counterfeit Products /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

The shampoo segment maintains its market leadership with a 31.43% share in 2024, serving as the foundation of hair care routines across all consumer demographics in France. This market dominance is supported by consistent advancements in formulations, particularly in medicated and anti-dandruff products. Conversely, hair styling products are positioned as the fastest-growing segment, with a projected CAGR of 4.23% from 2025 to 2030. This growth is driven by technological innovations that improve hold, reduce damage, and enhance natural aesthetics.

The increasing demand for "glass hair" styles and anti-frizz solutions, which align with French consumers' preference for refined yet effortless looks, further accelerates this trend. The segment is also experiencing a rise in premium offerings, with brands like Kerastase introducing advanced styling products enriched with skincare ingredients. These products not only safeguard hair during styling but also align with the broader "skinification" trend reshaping the hair care industry.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

In 2024, mass products hold a dominant 72.32% share of the French hair care market. However, the premium segment is projected to grow at a faster CAGR of 4.46% from 2025 to 2030, reflecting a significant shift in consumer preferences. This premiumization trend aligns with the broader evolution in skincare, as French consumers increasingly invest in high-quality hair care products that deliver tangible results. In 2023, L'Oreal's Consumer Products Division achieved a 12.6% like-for-like growth, with hair care playing a pivotal role in this performance.

The boundaries between mass and prestige categories are becoming less distinct, as mass brands introduce premium product lines with higher price points and advanced formulations. This trend is particularly evident in urban markets like Paris, where luxury hair care brands are prominently featured in specialized boutiques and department store beauty halls, offering curated selections and immersive shopping experiences that support premium pricing strategies.

The France Hair Care Market Report is Segmented by Product Type (Shampoo, Conditioner, Hair Colorants, and More), Category (Premium Products and Mass Products), Ingredient Type (Natural/Organic, and Conventional/Synthetic), and Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

L'Oreal S.A. / Unilever PLC / Procter & Gamble Company / Henkel AG & Co. KGaA / Pierre Fabre Group / Beiersdorf AG / Kenvue Inc. / Shiseido Company, Limited / Natura & Co / Kao Corporation / Revlon Inc. / Moroccanoil Inc. / Wella Company / Coty Inc. / The Estee Lauder Companies Inc. / L'Occitane International / Ales Groupe (Phyto) / Christophe Robin / Serge d'Estel Paris / Groupe Rocher /

Additional Benefits:

The market estimate (ME) sheet in Excel format /
3 months of analyst support /

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET LANDSCAPE

4.1 Market Overview

4.2 Market Drivers

4.2.1 Rising Demand for Natural and Organic Formulations

4.2.2 Growing Scalp-Health Focus Driving Medicated Shampoo

4.2.3 Demand for Clean, Sustainable, and Ethical Products

4.2.4 Technological Innovations in Product Formulations

4.2.5 Rising Popularity of Premium Hair Care Products

4.2.6 Increased Awareness of Hair Damage from Environmental Factors

4.3 Market Restraints

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 4.3.1 Adoption of Traditional At-Home Hair Care Solutions
- 4.3.2 Proliferation of Counterfeit Products
- 4.3.3 High Cost of Premium Hair Care Products
- 4.3.4 Stringent Regulations on Cosmetic Ingredients
- 4.4 Consumer Behaviour Analysis
- 4.5 Regulatory Outlook
- 4.6 Porter's Five Forces
 - 4.6.1 Bargaining Power of Suppliers
 - 4.6.2 Bargaining Power of Buyers
 - 4.6.3 Threat of New Entrants
 - 4.6.4 Threat of Substitutes
 - 4.6.5 Degree of Competition

5 MARKET SIZE AND GROWTH FORECASTS (VALUE)

- 5.1 By Product Type
 - 5.1.1 Shampoo
 - 5.1.2 Conditioner
 - 5.1.3 Hair Colorants
 - 5.1.4 Hair Styling Products
 - 5.1.5 Other Product Types
- 5.2 By Category
 - 5.2.1 Premium Products
 - 5.2.2 Mass Products
- 5.3 By Ingredient Type
 - 5.3.1 Natural/Organic
 - 5.3.2 Conventional/Synthetic
- 5.4 By Distribution Channel
 - 5.4.1 Specialty Stores
 - 5.4.2 Supermarkets/Hypermarkets
 - 5.4.3 Online Retail Stores
 - 5.4.4 Other Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration
- 6.2 Strategic Moves
- 6.3 Market Share Analysis
- 6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)
 - 6.4.1 L'Oreal S.A.
 - 6.4.2 Unilever PLC
 - 6.4.3 Procter & Gamble Company
 - 6.4.4 Henkel AG & Co. KGaA
 - 6.4.5 Pierre Fabre Group
 - 6.4.6 Beiersdorf AG
 - 6.4.7 Kenvue Inc.
 - 6.4.8 Shiseido Company, Limited
 - 6.4.9 Natura & Co

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 6.4.10 Kao Corporation
- 6.4.11 Revlon Inc.
- 6.4.12 Moroccanoil Inc.
- 6.4.13 Wella Company
- 6.4.14 Coty Inc.
- 6.4.15 The Estee Lauder Companies Inc.
- 6.4.16 L'Occitane International
- 6.4.17 Ales Groupe (Phyto)
- 6.4.18 Christophe Robin
- 6.4.19 Serge d'Estel Paris
- 6.4.20 Groupe Rocher

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

France Hair Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 110 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-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="2026-02-27"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

