

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

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Report description:

Israel Hair Care Products Market Analysis

The Israel hair care products market is valued at USD 451.54 million in 2025 and is projected to reach USD 630.44 million by 2030, growing at a CAGR of 6.90% during the forecast period. This growth trajectory is being shaped by the unique interplay of Israel's hard water conditions and the global shift toward clean label formulations. The market demonstrates a distinct bifurcation between mass and premium segments, with mass products commanding a significant market share in 2024, while premium products are growing faster. Shampoo dominates the product landscape, reflecting its status as an essential hair care staple, while hair styling products are emerging as the fastest-growing segment. The conventional/synthetic ingredient segment maintains dominance, though natural/organic formulations are gaining momentum, driven by increasing consumer awareness of ingredient safety. Distribution channels show specialty stores leading, while online retail is disrupting traditional channels. The competitive landscape remains fragmented, with global players like L'Oreal and Unilever competing alongside local brands that leverage their understanding of Israel's unique water quality challenges and cultural preferences.

Israel Hair Care Products Market Trends and Insights

Influence of social media and celebrity endorsement

In Israel, consumers are increasingly turning to social media to discover and assess hair care products, democratizing access to beauty expertise. A 2024 report from the Israel Internet Association highlights a surge in TikTok's popularity, jumping from 49% in

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2023 to 54% in 2024, especially among young adults aged 18-22 . Unlike the past's unidirectional marketing, today's platforms foster dialogue, allowing consumers to influence product development. This evolution is most pronounced among the youth, who primarily rely on social media for product discovery. Beyond mere discovery, social media significantly influences purchasing decisions, with consumers actively seeking tailored recommendations for their hair care needs. Notably, many are willing to pay a premium for products endorsed by trusted influencers, highlighting the growing trust in social media endorsements. In response, brands are launching "social-first" products, featuring striking packaging and innovative formulations that promise quick results. These attributes not only boost shareability but also position the products as ideal content for short-form videos, amplifying their appeal and visibility.

Rising awareness of scalp health

The conceptual shift from treating hair as a purely cosmetic concern to understanding it as an extension of skin health has created significant market opportunities. Dubbed the "skinification" of hair care, this shift has driven interest in treatments that focus on improving scalp health through microbiome balance and cellular regeneration. Urban Israeli consumers are increasingly aware of the connection between scalp health and overall hair appearance, leading to a growing demand for specialized treatments that address these concerns. Recent dermatological studies have emphasized the role of scalp inflammation in contributing to common hair issues, such as thinning and loss of shine. This understanding has encouraged brands to develop products that tackle the underlying causes of these problems rather than merely offering temporary solutions. As a result, innovation in ingredient technology has gained momentum, with peptide-centric formulations emerging as a prominent approach to deliver targeted and effective solutions for various scalp conditions.

Traditional at-home solutions limiting market expansion

In Israel, many consumers, especially older demographics and those with deep cultural ties to traditional medicine, still turn to age-old home remedies for hair care, despite the allure of commercial products. Ethnopharmacological studies highlight the regional preference for natural ingredients like olive oil, honey, and herbal extracts in hair treatments. These traditional practices, often passed down through generations, are deeply rooted in cultural heritage and are perceived as effective solutions for specific hair concerns. While these time-honored methods present a challenge to the commercial market, they also unveil a rich avenue for product innovation. Brands that meld these traditional ingredients into contemporary formulations, especially those backed by clinical efficacy, are witnessing a surge in popularity. However, manufacturers face the delicate task of marrying the convenience and consistency of modern products with the cultural significance and perceived benefits of these age-old remedies, ensuring they resonate with consumers seeking both tradition and innovation.

Other drivers and restraints analyzed in the detailed report include:

Strong demand for clean-label formulations / Hard-water conditions sustaining mineral-control demand / Health concerns over chemical ingredients shifting formulation priorities /

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

Segment Analysis

In 2024, shampoo holds a commanding 33.54% share of the Israel hair care products market, highlighting its central role in hair care routines. Hair styling products, however, are outpacing the competition, registering the industry's highest growth rate at a 7.25% CAGR from 2025 to 2030. This surge in styling products indicates a significant shift in consumer behavior, driven largely by a post-pandemic revival of social activities and a return to office settings.

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Technological innovations, especially those that provide hold without stiffness or product buildup, are pivotal to this resurgence in the styling segment. Recent trends emphasize multifunctional styling products that combine treatment benefits with styling prowess, challenging traditional category boundaries. Furthermore, the conditioner segment is evolving, led by the rise of peptide-based technologies

The mass products segment commands 76.54% share in 2024 in the Israel hair care products, reflecting the price sensitivity of the broader Israeli consumer base, while premium products are growing faster at 7.53% CAGR (2025-2030). This growth differential signals a significant market evolution, as consumers increasingly prioritize product efficacy and ingredient quality over price considerations.

The premium segment's acceleration is particularly evident in specialized treatment categories, where consumers are willing to invest in higher-priced products that deliver measurable results for specific hair concerns. This trend is reshaping the competitive landscape, with mass market brands like L'Oreal introducing premium sub-brands to capture this growing segment. The narrowing gap between mass and premium is creating a dynamic middle market, where brands can command higher prices by emphasizing specific performance benefits or ingredient stories without necessarily positioning as luxury offerings.

The Israel Hair Care Products Market Report is Segmented by Product Type (Shampoo, Conditioner, Hair Styling Products, and More), Category (Premium Products and Mass Products), Ingredient Type (Natural/Organic, and Conventional/Synthetic) and Distribution Channels (Speciality Stores, Supermarkets/Hypermarkets, Online Retail Stores and Other Distribution Channels). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

L'Oreal S.A / Unilever PLC / The Procter & Gamble Company / Henkel AG & Co. KGaA / Moroccanoil, Inc. / Kao Corporation / Molton Brown Limited / Revlon, Inc. / Shiseido Company, Limited / Coty Inc. / Davines Group S.p.A. / The Estee Lauder Companies / Pierre Fabre Group (Klorane) / Olaplex Holdings, Inc. / Mary Kay Inc. / Beiersdorf AG / Sano-Bruno's Enterprises (Dr. Fischer) / Kenvue Inc. / Combe Incorporated / Redefine /

Additional Benefits:

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

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