

South America Hair Styling Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-08-01 | 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:

South America Hair Styling Products Market Analysis

The South American hair styling products market size is estimated to be USD 464.75 million in 2025, and will reach USD 629.35 million in 2030, registering a CAGR of 6.25%. This growth is underpinned by robust male grooming traditions and a burgeoning female demographic increasingly drawn to advanced styling solutions. Shoppers are increasingly gravitating towards natural, plant-based ingredients, highlighting a growing emphasis on health and sustainability. Additionally, cultural nuances, such as the Afro-Latin community's demand for specialized texturizing products, are diversifying the market landscape. Meanwhile, social commerce and influencer marketing are amplifying brand visibility and engagement, particularly among younger audiences. A notable trend is the rise of hybrid "hairceutical" products, merging styling with care, carving out a competitive edge. While Brazil dominates the region in terms of revenue, Argentina, buoyed by shifting consumer preferences and a trend towards premiumization, emerges as the fastest-growing market.

South America Hair Styling Products Market Trends and Insights

Growing Afro-Latin population driving texturizing and styling needs

In South America, the growing Afro-Latin demographic is driving a surge in demand for hair styling products designed specifically for textured hair types. Brazil, home to a substantial Afro-descendant population, is at the forefront of this trend. Scientific studies have pinpointed distinct genomic traits in Afro-textured hair, highlighting the need for tailored formulations. These formulations

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

address unique characteristics, such as a tendency for lower moisture retention and increased fragility. Styling requirements for this demographic diverge significantly from those with straight or wavy hair, emphasizing the need for products that offer enhanced moisturizing properties and specialized holding capabilities. The market has responded with product development strategies that cater to these specific needs, balancing aesthetic desires with health considerations. Companies seizing this opportunity are crafting dedicated product lines that respect the molecular and structural nuances of Afro-textured hair, positioning themselves for sustained growth that promises to influence the market well into the future.

Rising consumer focus on personal grooming

In 2024, male consumers dominate South America's grooming market, holding a significant 82.65% share. This dominance underscores their pivotal role in reshaping the region's grooming landscape. Major cities, including Sao Paulo, Buenos Aires, and Bogota, are witnessing a surge in demand for advanced hair grooming solutions. This uptick is driven by heightened professional appearance standards and a growing emphasis on self-care. Younger generations, particularly Gen Z and millennials, are leading this trend, eager to experiment with diverse hairstyles and premium products. The ascent of male grooming influencers on platforms like Instagram and TikTok has normalized conversations around hair care and product experimentation among men. This market evolution is further fueled by shifting perceptions of masculinity, rising disposable incomes, and expanded access to e-commerce. The World Bank reported Argentina's gross national income per capita at USD 12,890 in 2023 .

Proliferation of counterfeit products

Counterfeit hair styling products are flooding South America, posing serious hurdles to market growth. These unauthorized replicas not only erode consumer trust but also jeopardize brand equity. Often, these fakes are laced with inferior ingredients, failing to deliver on their styling promises and, in some cases, putting consumers' health at risk. The problem is most pronounced in border areas and bustling urban centers, where enforcement is lax, allowing gray market distribution to thrive. Such counterfeit goods exert downward pressure on the prices of legitimate products. Many consumers, unable to differentiate between genuine and fake, opt for the cheaper alternatives. This shift limits manufacturers' capacity to invest in innovation and marketing, creating a detrimental cycle that stunts overall category growth. The medium-term repercussions are evident, highlighting the lag in evolving regulatory frameworks and the slow burn of consumer education. While brands are turning to authentication technologies and tightening supply chain controls, the widespread impact of these measures is still a work in progress, making the counterfeit challenge a persistent concern throughout the forecast period.

Other drivers and restraints analyzed in the detailed report include:

Influence of social media platform and celebrity endorsement / Technological innovations in product formulations / Health concerns over chemical ingredients /

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

Segment Analysis

In 2024, creams, gels, and waxes dominate the South American hair styling products market, capturing a substantial 77.47% share. Their versatility caters to a range of hair types and styling preferences. This dominance is especially pronounced in Brazil, where the sizable Afro-Latin community turns to these products for adeptly styling textured hair. Recent product innovations are not only focusing on styling but also emphasizing hair health, alleviating concerns over potential damage from frequent use. Meanwhile, other segments, notably sprays and mousse, which are the fastest-growing at a 6.47% CAGR, along with a few others, make up the remaining 22.53% of the market, each catering to distinct styling needs and occasions.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Driving the sprays and mousse segment's robust 6.47% CAGR growth (2025-2030) are advancements in application technology and formulation science. Urban professionals, in particular, are gravitating towards these products for their quick application and dependable hold, all without stiffness or unsightly residue. Noteworthy innovations encompass ammonia-free formulations and those infused with natural ingredients, catering to both styling and hair health. The segment is also riding the wave of the "texturization" trend, with offerings that accentuate natural hair texture rather than imposing drastic changes. This aligns seamlessly with the shifting consumer preference for styles that exude a natural look, movement, and touchability.

In 2024, conventional/synthetic ingredients command a dominant 73.36% market share, bolstered by their proven performance and consumer familiarity. Their supremacy is attributed to consistent performance, cost-effectiveness, and adaptability to varying environmental conditions. Yet, this stronghold faces challenges from rising health concerns. Research has spotlighted potential risks tied to prevalent synthetic ingredients. Notably, studies have linked certain preservatives and fragrances in hair care products to contact dermatitis, fostering a consumer shift towards alternative formulations.

While the natural and organic segment currently holds a 26.64% market share, it's on a rapid ascent, boasting a 6.74% CAGR from 2025 to 2030, outpacing the broader market. This surge is driven by heightened consumer awareness regarding ingredient safety and a tilt towards sustainable choices. Innovations like Natural Deep Eutectic Solvents (NaDES) are bridging historical performance gaps, bolstering the stability and efficacy of natural formulations. Major players, including L'Oreal and Grupo Boticario, are doubling down on sustainable sourcing and eco-friendly initiatives. Their commitment is underscored by workshops at the 34th IFSCC Congress in October 2024, spotlighting sustainability and biotechnology in cosmetics.

The South America Hair Styling Products Market is Segmented by Product Type (Creams, Gels, and Wax, Sprays and Mousse, and Others), Ingredient (Natural/Organic and Conventional/Synthetic), End User (Male and Female), Distribution Channel (Supermarkets/Hypermarkets, Specialist Stores, Online Retail Stores, and Others), and Country (Brazil, Argentina, Chile, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

L'Oreal SA / Unilever PLC / Procter & Gamble Co. / Henkel AG & Co. KGaA / Natura & Co. (Grupo Natura, Aesop, The Body Shop) / Grupo Boticario / Revlon Inc. / Coty Inc. (Wella, Sebastian) / John Paul Mitchell Systems / Conair Corp. (Aquage) / Kenvue Inc (Vogue International LLC) / Alfaparf Milano Group / Beauty Care Brazil / Keune Haircosmetics / Estee Lauder Companies Inc (Aveda, Bumble and Bumble) / Kao Corporation (Goldwell, KMS) / LOLA Cosmetics / Cless Cosméticos / JayLuc Cosméticos / Moroccanoil Inc. /

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

4 MARKET LANDSCAPE

4.1 Market Overview

4.2 Market Drivers

4.2.1 Growing Afro-Latin population driving texturizing and styling needs

4.2.2 Rising consumer focus on personal grooming

4.2.3 Influence of social media platform and celebrity endorsement

4.2.4 Technological innovations in product formulations

4.2.5 Surge in demand for organic and natural hair styling products

4.2.6 Growing trend of DIY hairstyling at home, fueled by online tutorials

4.3 Market Restraints

4.3.1 Proliferation of counterfeit products

4.3.2 Health concerns over chemical ingredients

4.3.3 Fluctuating raw material prices impacting product pricing

4.3.4 Increased competition from local brands

4.4 Consumer Behaviour Analysis

4.5 Regulatory Outlook

4.6 Porter's Five Forces Analysis

4.6.1 Threat of New Entrants

4.6.2 Bargaining Power of Buyers/Consumers

4.6.3 Bargaining Power of Suppliers

4.6.4 Threat of Substitute Products

4.6.5 Intensity of Competitive Rivalry

5 MARKET SIZE AND GROWTH FORECASTS (VALUE)

5.1 By Product Type

5.1.1 Creams, Gels, and Wax

5.1.2 Sprays and Mousse

5.1.3 Others

5.2 By Ingredient

5.2.1 Natural/Organic

5.2.2 Conventional/Synthetic

5.3 By End User

5.3.1 Male

5.3.2 Female

5.4 By Distribution Channel

5.4.1 Supermarkets/Hypermarkets

5.4.2 Specialty Stores

5.4.3 Online Retail Stores

5.4.4 Others

5.5 By Country

5.5.1 Brazil

5.5.2 Argentina

5.5.3 Colombia

5.5.4 Chile

5.5.5 Peru

5.5.6 Rest of South America

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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 & Services, and Recent Developments)

6.4.1 L'Oreal SA

6.4.2 Unilever PLC

6.4.3 Procter & Gamble Co.

6.4.4 Henkel AG & Co. KGaA

6.4.5 Natura & Co. (Grupo Natura, Aesop, The Body Shop)

6.4.6 Grupo Boticario

6.4.7 Revlon Inc.

6.4.8 Coty Inc. (Wella, Sebastian)

6.4.9 John Paul Mitchell Systems

6.4.10 Conair Corp. (Aquage)

6.4.11 Kenvue Inc (Vogue International LLC)

6.4.12 Alfaparf Milano Group

6.4.13 Beauty Care Brazil

6.4.14 Keune Haircosmetics

6.4.15 Estee Lauder Companies Inc (Aveda, Bumble and Bumble)

6.4.16 Kao Corporation (Goldwell, KMS)

6.4.17 LOLA Cosmetics

6.4.18 Cless Cosméticos

6.4.19 JayLuc Cosméticos

6.4.20 Moroccanoil Inc.

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

South America Hair Styling Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-08-01 | 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@scotts-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@scotts-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@scotts-international.com

www.scotts-international.com

