

Australia Hair Oil Market Size, Share and Growth Analysis Report: Forecast Trends and Outlook (2025-2034)

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Report description:

Australia Hair Oil Market TrendsThe Australia hair oil market is experiencing steady growth, driven by increasing consumer demand for natural and organic products. Consumers are becoming more conscious of the benefits of hair oils, such as nourishment and shine. Argan, coconut, and jojoba oils are highly sought after for their natural properties, while premium oils are gaining popularity across different market segments. In 2023, Australia imported around 1,200 tons of argan oil, primarily for use in cosmetics and personal care products, reflecting the growing interest in natural ingredients, according to the Australian Bureau of Statistics (ABS). E-commerce is a major driver of growth in the Australia hair oil market, with many consumers choosing to purchase products online. Social media influencers also play a key role in shaping consumer preferences by endorsing specific brands. The rising demand for sustainable and eco-friendly products is another key trend. Additionally, the market caters to various hair types, from straight to curly hair. In August 2024, Dyson launched a new haircare line in Australia, including pre-styling creams and post-styling serums designed for different hair types, priced at AUD 89 for 100ml, focusing on innovative styling solutions.

Australia Hair Oil Market GrowthThe demand for the Australia hair oil market is increasing, as these products are widely used in professional salons, boosting consumer awareness. Younger consumers, particularly Millennials and Gen Z, are leading the trend for holistic beauty products. Anti-ageing hair oils, which promote healthier hair and reduce thinning, are becoming more popular. Regulatory standards ensure product safety, while price sensitivity continues to impact consumer purchasing decisions. In September 2024, Rita Ora launched her hair care brand TYPEBEA in Australia, offering products aimed at hair growth and health. The launch, celebrated by celebrities and influencers, was held at Sephora and David Jones.

Emerging trends in the Australia hair oil market include multi-functional oils that also address scalp care. Regional preferences vary, with tropical areas favouring oils that help manage humidity. The market is highly competitive, pushing brands to focus on quality differentiation. Continuous innovation, such as the inclusion of vitamins or peptides, is driving growth, and the market outlook remains optimistic. In May 2024, Moroccanoil introduced its Treatment Purple in Australia, designed to enhance shine and correct tones in grey and blonde hair, combining the brand's signature oil with pigments for vibrant results.

Australia Hair Oil Market Insights- According to the 2022/23 Australian Horticulture Statistics Handbook, in 2022/23, Victoria and South Australia accounted for approximately 53% and 28% of Australia's almond production, respectively.- In 2023, Australia imported roughly 30,000

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tonnes of coconut oil, mainly from Malaysia and the Philippines, reflecting robust demand for its use in cooking and cosmetics, as reported by the Australian Bureau of Statistics (ABS).- Almond oil exports from Australia were valued at AUD 15 million in 2023, with significant demand coming from Asian markets for both culinary and beauty applications, according to industry reports.- The hair oil market in Western Australia is expected to experience strong growth, with a projected compound annual growth rate (CAGR) of 15.8% from 2024 to 2032.- The hair oil market in the Australian Capital Territory is forecast to grow at a CAGR of 5.0% from 2024 to 2032.- The argan oil segment in the Australia hair oil market is projected to grow at a compound annual growth rate (CAGR) of 4.8% from 2024 to 2032. Industry News April 2024 Kerastase introduced its Elixir Ultime Oil in Australia, a multi-purpose formula that boosts shine and nourishes all hair types. This indulgent oil is crafted to deliver deep hydration and safeguard hair from environmental damage. January 2024 Eleven Australia launched a new hair oil aimed at hydrating and shielding hair from heat damage. This lightweight formula is designed to leave hair smooth and shiny while being suitable for all hair types. Australia Hair Oil Market Drivers Growing Demand for Natural and Organic Products The Australia hair oil market is witnessing a surge in demand for natural and organic products, driven by rising consumer awareness of the harmful effects of synthetic chemicals in personal care items. Oils such as argan, coconut, jojoba, and tea tree are favoured for their nourishing and repairing qualities. Consumers are increasingly prioritising health-conscious choices, opting for products free from parabens, sulfates, and artificial additives. This trend has led to a shift towards eco-friendly packaging and sustainably sourced ingredients, making natural hair oils the preferred choice among environmentally and health-conscious shoppers. In October 2024, O'right launched its organic hair care range in Australia, featuring sustainable products like the Caffeine Botanical Scalp Revitalizer and Wild Rose Shampoo. Rise of E-Commerce and Online Sales E-commerce has become a major sales channel further impacting the Australia hair oil market revenue, with online shopping offering convenience, competitive prices, and easy brand comparison. This shift has prompted brands to strengthen their online presence through promotions, subscription services, and exclusive products. Social media and influencer marketing have further boosted sales, with beauty influencers promoting the benefits of hair oils to their followers. According to the Australian Bureau of Statistics (ABS), the e-commerce retail sector contributed 41.5% to the growth of Australia's digital activities in 2020-21. The ABS also predicts the Australian e-commerce market will reach USD 37.10 billion by 2024, with an annual growth rate of 9.36% from 2024 to 2029. Opportunities in the Australia Hair Oil Market Focus on Sustainability and Eco-Friendly Packaging Sustainability is increasingly influencing Australian consumers, shaping the Australia hair oil market dynamics and trends, particularly in the personal care sector. In response, hair oil brands are adopting eco-friendly packaging, such as recyclable bottles and biodegradable materials. Consumers are favouring products that are sustainably sourced, with a growing preference for brands committed to ethical and environmentally responsible practices. Certifications such as organic, cruelty-free, and vegan are also becoming key differentiators for hair oil products. This shift towards sustainability is not only affecting consumer choices but also encouraging companies to implement greener production methods, aligning with the rising demand for eco-conscious beauty products. In October 2024, O'right launched its sustainable hair care range in Australia, featuring 100% Post-Consumer Recycled (PCR) packaging, combining effective hair solutions with eco-friendly practices to support a more sustainable beauty industry. Market Restraints The Australia hair oil market faces several restraints. Price sensitivity is a major challenge, as consumers are cautious about spending on premium products when affordable alternatives are available. Market saturation and intense competition make it hard for new brands to stand out. Additionally, limited awareness of lesser-known oils like marula or baobab restricts their adoption, requiring significant investment in education and marketing. Strict regulatory requirements on product safety and labelling increase production costs and time to market. Lastly, consumer misconceptions about hair oils, such as the belief they will make hair greasy, can hinder growth. Overcoming these barriers demands effective consumer education and clear marketing strategies. "Australia Hair Oil Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments: Market Breakup by Type- Light Hair Oil- Heavy Hair Oil- Cooling Hair Oil- Others Market Breakup by Product Type- Coconut Oil- Almond Oil- Argan Oil- Others Market Breakup by Category- Non-Medicated- Medicated Market Breakup by Distribution Channel- Supermarkets and Hypermarkets- Convenience Stores- Online Channels- Others Market Breakup by Region- New South Wales- Victoria- Queensland- Australian Capital Territory- Western Australia- Others Australia Hair Oil Market Share By Type Insights According to the Australia hair oil market analysis, the segment for cooling hair oils, which offer a refreshing sensation while nourishing the scalp and hair, leads the market. These oils help soothe irritation, reduce inflammation, and improve blood circulation to the hair follicles. This segment is expected to grow at a CAGR of 4.6% from 2024 to 2032. Their revitalising effects promote hair growth and overall scalp health, making them particularly

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suitable for hot climates. In April 2024, The Body Shop launched its Cooling Mint Hair Oil in Australia, infused with peppermint oil to refresh the scalp, and promote healthy hair. The growth of the Australia hair oil market is further driven by light hair oils, which hydrate without weighing down fine or thin hair. These oils enhance shine, reduce frizz, and protect against heat damage, making them ideal for daily use. Their lightweight formula allows for easy absorption, leaving hair healthier while maintaining volume and movement. In January 2024, Aussie introduced its Reconstructor Lightweight Oil, which revitalises dry and damaged hair without heaviness. Infused with a blend of macadamia nut, jojoba, and avocado oils, this product hydrates while leaving hair soft and shiny. By Product Type Analysis According to the Australia hair oil market report, almond oil leads the market due to its richness in vitamins A, B, and E, which nourish the hair and promote healthy growth while adding shine. Its lightweight texture allows for easy absorption, making it an excellent moisturizer for dry scalp and hair, helping to reduce breakage and split ends. In February 2024, Blacksheep Farm Oils launched bulk almond oil for personal care formulations in Australia, catering to the growing demand for natural ingredients in beauty products. This high-quality oil is perfect for DIY hair masks and treatments. The demand of the Australia hair oil market is further boosted by coconut oil, which is rich in lauric acid, promoting deep penetration into hair shafts, enhancing moisture retention, and reducing protein loss. Its antimicrobial properties help maintain scalp health, and its lightweight texture makes it ideal for nourishing and styling hair without weighing it down. In April 2024, Coco & Eve introduced its Coconut Hair Oil, designed to hydrate and repair damaged hair. Infused with natural ingredients, this product aims to enhance shine and softness while promoting healthy hair growth in the Australian market. By Category Insights The Australia hair oil market is experiencing growth as non-medicated hair oils offer nourishment and hydration without the need for pharmaceuticals. These oils enhance shine, reduce frizz, and improve manageability while promoting overall hair health. Suitable for all hair types, they complement natural beauty routines and protect hair from environmental damage. In December 2023 and January 2024, Aussie launched its Miracle Oil Reconstructor, a lightweight treatment designed to restore dry, damaged hair. Infused with macadamia nut, jojoba, and avocado oils, it delivers softness and shine without weighing the hair down. The growth of the Australia hair oil market is being driven by medicated hair oils, which are specially formulated to treat specific scalp and hair concerns, such as dandruff, hair loss, and dryness. These oils often contain active ingredients that support scalp health, stimulate hair growth, and reduce inflammation, providing targeted solutions for various hair issues while improving overall hair vitality. In January 2024, Burt's Bees launched a new medicated tea tree oil scalp treatment aimed at combating dandruff and soothing irritation. This product uses the natural antibacterial properties of tea tree oil to promote a healthier scalp. Australia Hair Oil Market Regional Insights New South Wales Hair Oil Market Regional Insights According to the Australia hair oil industry analysis, the New South Wales hair oil market benefits from a strong demand for organic and natural products, driven by growing consumer awareness of hair health. The region's diverse population fosters varied preferences, resulting in increased innovation and product variety in hair care. In 2023, New South Wales accounted for around 35% of Australia's coconut oil consumption, reflecting the rising popularity of natural hair care solutions among consumers seeking effective products for hair health, as reported by the Australian Bureau of Statistics (ABS). Queensland Hair Oil Market Trends The Queensland hair oil market is experiencing a shift towards therapeutic oils, catering to consumers looking for relaxation and rejuvenation. Sustainability and eco-friendly packaging are also influencing product offerings in the region. In 2023, Queensland's almond oil market grew by 15%, driven by increasing consumer interest in natural oils for hair care, reflecting a broader trend towards organic and sustainable beauty products, according to the Queensland Department of Agriculture and Fisheries. Western Australia Hair Oil Market Dynamics Western Australia is projected to grow at a CAGR of 4.7% from 2024 to 2032. The region's hair oil market is driven by a growing awareness of personal grooming and wellness, with consumers increasingly turning to medicated and non-medicated oils to address specific hair concerns. In 2023, Western Australia produced around 1,200 tons of coconut oil, a significant portion of which was used in hair care products. This production supports the growing demand for natural ingredients in beauty routines, as reported by the Western Australia Department of Primary Industries and Regional Development. Competitive Landscape The Australia hair oil market key players specialise in creating and distributing natural and organic personal care products. These companies blend traditional practices with modern technology to offer a wide variety of skincare, haircare, and wellness solutions. They provide high-quality, sustainable products made with plant-based ingredients, free from harsh chemicals, and gentle on both the skin and the environment. Often enriched with herbs, essential oils, and botanicals, their products are recognised for their therapeutic benefits. Focused on promoting holistic health and well-being, these companies develop innovative formulations to meet the needs of consumers seeking natural alternatives in their personal care routines. Key Industry Players Olaplex, Inc.: Founded in

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2014, Olaplex is a renowned US-based company that specialises in hair care products, particularly known for its patented bond-building technology. The company's products are designed to repair and strengthen hair, making them popular in both professional salons and at-home care, offering effective solutions for damaged hair. My Skin Manufacturer: It is a prominent Australian company established in 2016, specialising in skincare and hair care products. It focuses on producing high-quality, natural formulations aimed at promoting healthy skin and hair. Known for its commitment to cruelty-free practices, the company prides itself on sustainable manufacturing processes. Health Focus Manufacturers: Founded in 2012, it is a UK-based company that focuses on developing personal care and wellness products. The company is known for creating health-focused items including natural skincare, hair care, and dietary supplements, emphasising organic ingredients and environmentally friendly production processes in their offerings. Losco AU Pty Ltd.: Established in 2015, Losco is an Australian company known for producing premium personal care products, including hair and skin care lines. The company's mission is to provide innovative, high-quality products made from sustainable and natural ingredients, offering effective solutions for beauty and wellness enthusiasts across Australia. Another key player in the Australia hair oil market report is Ayur Pty Ltd., among others. Recent Developments November 2023 The Ordinary introduced its Multi-Peptide Hair Serum in Australia, designed to address hair thinning. The serum combines peptides and botanical extracts to enhance scalp health and gradually promote the appearance of thicker hair. July 2023 Garnier launched its Fructis Nourishing Oil in Australia, enriched with coconut oil to deeply hydrate dry and damaged hair. This budget-friendly product aims to provide moisture and enhance shine for healthier, more vibrant hair.

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