

## **Hair Gel - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

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### **Report description:**

Hair Gel Market Analysis

The hair gel market was valued at USD 3.73 billion in 2025 and estimated to grow from USD 3.86 billion in 2026 to reach USD 4.58 billion by 2031, at a CAGR of 3.47% during the forecast period (2026-2031). This moderate expansion arises from rising demand for hyper-personalized styling solutions, broader premiumization across men's grooming, and regulatory moves that prioritize ingredient transparency. Social-media-driven style shifts shorten trend cycles, encouraging manufacturers to speed product development and strengthen supply-chain agility. Alcohol-free polymers, natural preservatives, and sustainable packaging are becoming core differentiators as consumers reconcile performance needs with clean-beauty values. Competitive intensity is heightened by direct-to-consumer brands that harness AI-powered diagnostics to win digitally native shoppers, while incumbents lean on acquisitions to defend both shelf space and online visibility.

Global Hair Gel Market Trends and Insights

Rising demand for personalized and functional hairstyling products

Rising demand for personalized and functional hairstyling products is a key driver of growth in the Hair Gel Market. Consumers are increasingly seeking customized solutions tailored to their unique hair types, textures, and styling needs, driving innovation in product formulation and delivery. Advances in technology, including AI-powered diagnostics and virtual consultations, enable brands to offer personalized hair gels with specific hold strengths, ingredients, and fragrance preferences that better meet

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individual requirements. Functional benefits such as moisture retention, UV protection, heat defense, and anti-frizz properties integrated into styling gels also attract consumers looking for multi-purpose products to simplify hair care routines. This trend toward high-performance, bespoke hair gels fosters stronger brand loyalty, as products resonate more closely with users' expectations and desired outcomes. The growing direct-to-consumer personalized hair care market, projected to expand rapidly, exemplifies how tailored products are reshaping consumer behavior and market dynamics. Overall, personalization and multifunctionality are shaping the future trajectory of the hair gel market with lasting impact.

#### Increasing awareness of men's grooming and styling trends

Research indicates that men are increasingly investing in hairstyling and wellness products that offer operational efficiency and protective features. According to a 2023 Professional Beauty survey, consumers in the United Kingdom including men spent an average of GBP 4,600 annually on wellness products, reflecting a heightened awareness and willingness to invest in high-quality beauty and grooming solutions. This trend aligns with the broader growth of the UK beauty and personal care industry, which contributed significantly to the economy. The sector's expansion is driven not only by rising consumer expenditure but also by innovations in product formulation that combine style, health, and sustainability benefits. Increasing efficiency in beauty services and the introduction of multifunctional products further support consumer demand for effective and protective hairstyling solutions. This dynamic market environment continues to fuel growth and innovation within the hair gel segment and the wider hairstyling products market.

#### Concerns over product safety and ingredient transparency

In 2024, the FDA's Modernization of Cosmetics Regulation Act (MoCRA) has intensified scrutiny on hair gel formulations by focusing on undisclosed fragrance components and preservative systems that may cause adverse reactions. The regulation mandates cosmetic manufacturers to register their facilities, list their products, and report adverse events, significantly increasing compliance requirements. Major industry players now face compliance costs estimated between USD 50-100 million annually. Social media campaigns have actively raised consumer awareness by highlighting potential health risks associated with commonly used ingredients in styling products, such as formaldehyde-releasing preservatives and sulfate-based cleansing agents. In response to these concerns, manufacturers are proactively reformulating their products to emphasize ingredient transparency while ensuring product efficacy. This reformulation process has extended development timelines to 18-24 months, which is considerably longer than traditional formulation cycles. Despite offering superior hold properties, alcohol-based formulations continue to face growing consumer skepticism, which could constrain the segment's growth potential in the coming years.

Other drivers and restraints analyzed in the detailed report include:

Growth of social media and influencer impact on hair fashion  
Innovation in natural and organic ingredient formulations  
Potential allergic reactions or scalp sensitivities to some formulations

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

#### Segment Analysis

Water-based hair gels continue to hold the largest share in the global hair gel market, accounting for approximately 41.89% in 2025. Their dominance is attributed to consumer preferences for lightweight, non-greasy formulas that are easy to wash out and suitable for daily use. Water-based gels appeal to a broad demographic and provide reliable hold without causing product buildup, which enhances overall user satisfaction. Manufacturers have focused on developing innovative formulations and expanding their product ranges to meet evolving consumer demands. The robust market performance of water-based gels is further reinforced by their versatility for various hair types and styles, making them a go-to choice in both professional salons and everyday routines.

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Despite facing increasing innovation pressure from alternative formulas, water-based variants maintain their leadership position due to strong brand loyalty and retail presence.

Alcohol-based hair gels represent the fastest-growing segment in the market, projected to expand at a CAGR of 4.04% from 2025 through 2031. This growth is fueled by manufacturers' investments in advanced formulations that offer stronger hold and improved texture, addressing the preferences of consumers seeking lasting style solutions. Alcohol-based gels are often favored for their quick-drying properties and high performance during intense styling needs, such as shaping sculpted or spiky hairstyles. Increased awareness of fashion trends and the rise of influencer-driven marketing have accelerated the adoption of alcohol-based gels, particularly among younger consumers. Companies are targeting this segment by launching new products that balance styling effectiveness with scalp care, broadening their appeal within the beauty and personal care space. As a result, alcohol-based gels are likely to gain more market share in the coming years, challenging the long-standing dominance of water-based hair gels.

Male consumers remain the dominant force in the hair gel market, commanding a substantial 56.82% market share in 2025. This leadership is rooted in decades of targeted advertising, brand positioning, and product innovation which have consistently associated hair gel with masculine grooming routines. Manufacturers have tailored their marketing strategies and product formulations to address the specific styling preferences and daily grooming habits of men. The prominence of male consumers can be attributed to the ongoing popularity of sleek, structured hair trends and the normalization of hair styling as part of a refined, modern look. The influence of professional salons and increased visibility of male grooming tutorials across digital platforms further reinforce this segment's dominance. These established patterns ensure that men will remain the core target audience for hair gel brands, even as the market evolves to embrace more diverse consumer segments.

In contrast, the female segment within the hair gel market is emerging as the fastest growing, with an expected CAGR of 4.25% through 2031. This accelerated growth is driven by a significant shift toward gender-neutral styling preferences and the rising participation of women in professional spheres where polished appearances are increasingly valued. The expanding diversity of female hairstyles, coupled with social media influence and fashion trends, has prompted manufacturers to offer more inclusive and multifunctional hair gel products. Women's growing engagement in beauty routines now includes products that deliver flexible hold, shine, and protection against environmental factors, catering to both everyday and special occasion needs. As women seek convenient, long-lasting styling solutions, their increased market share highlights evolving perceptions of hair gel as an essential component of modern self-care, not just a masculine staple. The ongoing introduction of gender-neutral and premium formulations will further accelerate demand among female consumers, reshaping the segment's overall trajectory.

The Hair Gel Market Report is Segmented by Product Type (Water-Based Hair Gels, Cream-Based Hair Gels, and More), Gender (Male and Female), Category (Mass and Premium), Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialist Retailers, and More), and Geography (North America, Europe, Asia-Pacific, South America, and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

#### Geography Analysis

In 2025, North America secures a dominant 36.96% market share, propelled by established consumer habits and a trend towards premiumization, emphasizing higher-value products. While the region grapples with market saturation limiting volume growth, it witnesses a surge in value growth, spurred by innovations in natural formulations and tailored product offerings. The U.S. stands at the forefront, with male consumers aged 25-45 driving a robust demand for professional-grade styling products. Meanwhile, Canada leans towards eco-friendly formulations, echoing a broader environmental consciousness. Mexico emerges as a burgeoning market, buoyed by rising disposable incomes and a heightened awareness of male grooming, largely influenced by social media and urbanization.

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Asia-Pacific is on a growth trajectory, boasting a 4.63% CAGR through 2031, a testament to its economic evolution, digital embrace, and shifting beauty paradigms. China's hair care market is witnessing a pronounced surge, with styling products seeing an 18% annual growth. This uptick is fueled by urban consumers gravitating towards Western grooming habits, yet they remain loyal to products tailored for Asian hair. In India, the rise of organized retail and e-commerce is bridging the gap, making products more accessible in tier-2 and tier-3 cities. Japan and South Korea are driving the region's growth with their penchant for innovation and premium products. Australia, on the other hand, is pioneering natural and organic formulations, setting trends that ripple across the region.

Europe's growth is steady, shaped by rigorous regulations that champion natural ingredients and sustainable packaging. With the EU's impending microplastics restrictions, companies adept in advanced polymer technology and sustainable sourcing stand to gain. Germany and the UK dominate with a strong inclination towards premium and professional-grade products. France, with its luxury brand innovations and export prowess, plays a pivotal role. Southern Europe, particularly Italy and Spain, is witnessing a cultural shift, with male grooming products gaining traction as personal care and professional appearance take center stage. Established distribution networks and a consumer base willing to pay a premium for environmentally and safety-conscious products bolster the region's growth.

List of Companies Covered in this Report:

L'Oreal S.A. Unilever PLC Henkel AG & Co. KGaA The Procter & Gamble Company Kao Corporation The Estee Lauder Companies Inc. Coty Inc. Mandom Corporation Revlon Inc. Shiseido Co., Ltd. Kenvue, Inc. DevaCurl LLC American Crew Baxter of California Hanz de Fuko Cantu Beauty Curlsmith Johnny B. Hair Care Vaughn Godrej Consumer Products Ltd.

Additional Benefits:

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

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