Dry Shampoo - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 150 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:

Dry Shampoo Market Analysis

The dry shampoo market is expected to grow from USD 2.96 billion in 2025 to USD 3.17 billion in 2026 and is forecast to reach USD 4.44 billion by 2031 at 6.96% CAGR over 2026-2031. This growth is driven by increasing awareness of beauty, concerns about water scarcity, and a shift toward sustainable products, making dry shampoo a regular part of hair-care routines. Spray formats remain popular due to their convenience, but powder-based options are gaining attention through new innovations. While conventional products still dominate, organic and clean-label alternatives are becoming more popular as consumers focus on health and environmentally friendly choices. The mass market continues to drive demand, but premium products are growing due to higher disposable incomes and aspirational buying. In terms of distribution channel, traditional retail channels are still significant, but e-commerce and digital platforms are changing the way products are distributed by offering more convenience and accessibility. The market is moderately concentrated, with major global companies like L'Oreal SA, Procter & Gamble, Unilever plc, and Kao Corporation using their scale, strong research and development, and multichannel strategies to stay ahead of smaller niche competitors.

Global Dry Shampoo Market Trends and Insights

Rising beauty and personal care awareness

Dry shampoo is increasingly becoming a regular part of hair care routines rather than just a quick fix for emergencies. This shift is largely driven by the growing trend of "skinification" in hair care, which promotes multi-day routines to maintain hair health. Professional stylists recommend dry shampoo for its ability to add volume and texture, which has helped build confidence among consumers. Strong beauty spending in the Asia-Pacific region is further driving its popularity. Brands that deliver proven benefits, such as controlling oil, soothing the scalp, and offering pleasant fragrances, are gaining stronger customer loyalty. Recent product launches highlight how innovation is transforming dry shampoo into a versatile and high-performing product. For example, Urban Yog offers dry shampoo spray in India, targeting millennials and Gen Z. L'Oreal launched its Elvive dry shampoo range, designed for different hair types, while Batiste released limited-edition scented variants in Western markets.

Growing concerns about water scarcity and sustainability

Concerns about water scarcity and sustainability are encouraging more people to use dry shampoo as part of their personal care routines. This shift aligns with the growing focus on environmental responsibility. According to the United Nations Convention to Combat Desertification, as of December 2024, over 77.6% of the Earth's land has become drier in recent decades. This has led households, especially in drought-prone areas, to adopt water-saving habits, with dry shampoo emerging as a practical solution. It allows users to maintain hygiene and style without relying on water. Regulatory measures, such as California's restrictions on volatile organic compounds in aerosols, are pushing both consumers and manufacturers toward eco-friendly and low-impact product formats. Younger generations, particularly millennials and Gen Z, view water-free routines as a step toward sustainable living. This trend ensures that dry shampoo remains relevant and continues to grow in popularity.

Rising demand for natural and chemical-free products

As consumers increasingly seek natural and chemical-free products, the dry shampoo market faces both opportunities and challenges. Many clean-beauty shoppers are now paying closer attention to ingredient lists, avoiding substances like talc, parabens, and synthetic fragrances. According to the National Sanitation Foundation (NSF), by March 2025, 74% of consumers considered organic ingredients important in personal care products, while 65% preferred clear ingredient lists to identify potentially harmful components. This trend highlights the growing importance of transparency and clean-label claims in influencing purchasing decisions. However, developing talc-free formulations that effectively absorb oil without compromising performance remains a significant challenge for research and development teams. To address this, brands are exploring alternatives such as rice and tapioca starch blends.

Other drivers and restraints analyzed in the detailed report include:

Increasing busy and fast-paced lifestylesPortability and convenience offered by dry shampooIncreasing scrutiny around aerosol-based products

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

Segment Analysis

Spray formulations accounted for 63.22% of the dry shampoo market share in 2025, maintaining their position as the most popular choice among consumers. Their widespread use is largely due to their convenience and ability to provide a quick, even application, making them suitable for people with busy lifestyles. Sprays are also easy to use, which appeals to first-time users and those looking for a hassle-free solution. This strong consumer preference ensures that spray formats will continue to play a significant role in the market, even as new product types gain traction. Their long-standing presence in the market has built trust and familiarity among users, further solidifying their dominance.

However, powder formulations are quickly gaining popularity and are expected to grow at a CAGR of 7.92% through 2031, the fastest among all product types. This growth is driven by increasing regulatory restrictions on aerosol-based products and a rising demand for eco-friendly and refillable packaging options. Powders are particularly appealing to environmentally conscious consumers and those seeking clean-beauty alternatives without propellants. As sustainability becomes a key focus, powder dry shampoos are emerging as an innovative and versatile option. This shift presents an opportunity for brands to diversify their offerings and cater to a growing segment of eco-aware shoppers.

Conventional formulas accounted for 73.85% of the dry shampoo market share in 2025, driven by their affordability and proven effectiveness. These products are widely available and cater to the needs of mass-market consumers who prioritize value for money. Their ability to deliver consistent results, such as absorbing oil and refreshing hair quickly, has made them a trusted choice for a broad customer base. Despite the growing interest in alternative options, conventional formulas remain a staple in the market due to their reliability and accessibility.

Organic dry shampoos are expected to grow at a CAGR of 8.18% between 2026 and 2031, reflecting the increasing demand for natural and eco-friendly products. Younger consumers, in particular, are willing to pay more for options that feature clean ingredients, scalp-friendly formulations, and sustainable packaging. This shift toward organic products is fueled by rising awareness of health and environmental concerns. As a result, brands focusing on organic offerings have a significant opportunity to capture market share by aligning with these evolving consumer preferences while maintaining product performance.

The Dry Shampoo Market Report is Segmented by Product Type (Spray, Powder, and More), Nature (Organic and Conventional), Price Range (Mass and Premium), Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, 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) and Volume (Tons).

Geography Analysis

Europe accounted for 37.18% of the dry shampoo market share in 2025, driven by well-established grooming habits and strict recycling regulations that encourage the use of eco-friendly packaging. The European Union has implemented rules that promote the adoption of low-Volatile Organic Compounds (VOC) sprays and recyclable materials like aluminum cans, making these products more attractive to environmentally conscious consumers. Premium organic dry shampoos are becoming increasingly popular, as consumers in the region are willing to spend more on products that are both effective and sustainable. Retailers are dedicating more shelf space to these high-end options, reflecting the growing demand for eco-friendly and health-focused products in Europe.

The Asia-Pacific region is expected to grow at a CAGR of 7.88% through 2031, driven by rising disposable incomes, urbanization, and water scarcity issues in countries like India, China, and Southeast Asia. These challenges are encouraging the adoption of water-saving personal care products, including dry shampoos. In India, local brands are leveraging Ayurvedic formulations to attract consumers, while Korean companies are introducing innovative scalp-soothing powders designed for humid climates. The growing awareness of hygiene and convenience among urban populations is further boosting the demand for dry shampoos in this region, making it a key area for market growth. The increasing influence of social media and online platforms is helping to raise awareness about these products.

North America is experiencing steady growth in the dry shampoo market, supported by busy lifestyles and a strong salon culture that promotes the use of dry shampoos as part of hairstyling routines. Retailers are focusing on expanding their offerings of talc-free and clean-label products to cater to the growing demand for healthier and safer options. Meanwhile, South America and the Middle East and Africa are emerging as potential markets, with demand increasing due to the expansion of e-commerce platforms. These digital channels are improving product accessibility, while localized manufacturing efforts are helping to reduce costs, making dry shampoos more affordable for consumers in these regions.

List of Companies Covered in this Report:

Church & Dwight Inc. Unilever plc Procter & Gamble L'Oreal S.A. Bath and Body Works LLC Henkel AG & Co. KGaA Kao Corporation Amore Pacific Pierre Fabre Estee Lauder Co. Amika Moroccanoil Yogi Cosmetics SLG Brands Lush Cosmetics Limited Juicy Chemistry Shiseido Co. Ltd. DeMert Brands, LLC Maesa LLC Rossano Ferretti Parma

Additional Benefits:

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

Table of Contents:

Dry Shampoo - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 150 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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	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