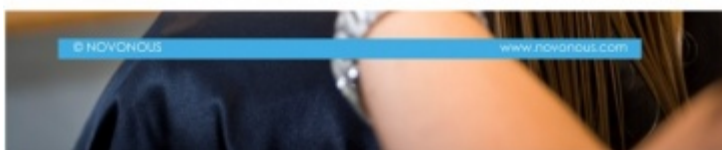


Global Hair Care Market 2016-2020



GLOBAL HAIR CARE MARKET 2016-2020



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According to NOVONOUS the industry is anticipated to grow at a CAGR of 2.91% over the period of next five years

The global hair care market has shown a substantial growth in the recent year. Hair care products are formulated to help nourish hair and prevent hair damage resulting from pollution, dryness, and other factors. The hair care market comprises thousands of products, each claiming to have unique properties. Such products could be composed of either natural ingredients or synthetic ingredients, which are combined with other cleaning, moisturizing or protective substances. A few products that are widely available in the global hair care market include: shampoos, conditioners, serums, hair styling gels, hair colorants, hair sprays and glazes, scalp nourishing products, hair masks, and hair accessories. The growth in this market is predicted on the basis of various factors like growth drivers, current and incoming trends, current growth pattern, and market challenges.

NOVONOUS has studied this market and had analyzed the driving forces behind the success of this industry globally. The report provides in-depth analysis for the hair care market for the next five years including market structure, market trends, market constraints and industry drivers. The factors driving the global hair care market are growth in urbanization, growth in income level, increasing pollution level, growing population, market consolidation with mergers and acquisitions and improvement in living standards of people, etc.

Due to huge demand and opportunity in this industry, the number of small players has also increased. Some of the big established players are like L'oreal, Unilever, P&G, Estee Lauder, Etc. This growing demand has enabled the small companies to enter into the global market. Most of the big companies are opting for strategic alliances so as to expand into a new market.

This industry is segmented according to geography wise and product type. In geography it is segmented into Asia Pacific, Middle East & Africa, North America, South America and Europe. North America holds the largest market share. In product type the market is segmented into shampoos, conditioners, hair styling, hair colors, hair treatments and hair oils. NOVONOUS has used SWOT, Porter's five forces and PESTLE models for analysis purpose. And on the basis of its findings NOVONOUS has been able to give strategic recommendations to End Users, Investors, Policy Makers and Service Providers.

This research report present detail assessment of global hair care market with insights supported by facts and validated market data.

Spanning over 157 pages and 105 exhibits, "**Global Hair Care Market 2016-2020**" report presents an in-depth assessment of the industry from 2016 till 2020.

Scope of Global Hair Care Market 2016 - 2020 Report:

1. This report provides detailed information about Global Hair Care market including future market forecasts.
2. This report identifies the need for focusing on Hair Care market.
3. This report provides detailed information on growth Forecast for overall Global Hair Care market up to 2020.
4. This report provides detailed information on product wise shampoo, conditioners, hair oils, etc.
5. This report provides detailed information on geography wise (Asia Pacific, Europe, Middle East and Africa (MEA), North America & South America) growth forecasts for Global Hair Care market up to 2020.
6. The report identifies the growth drivers and inhibitors for Global Hair Care market.
7. This study also identifies various policies related to Global Hair Care market.
8. The report identifies various credit, policy and technical risks associated with Global Hair Care market.
9. This report has detailed profiles 10 key players in Global Hair Care market covering their business strategy, financial performance, future forecasts and SWOT analysis.
10. This report covers in details the competitive landscape in Global Hair Care market.
11. This report provides Porter's Five Forces analysis for Global Hair Care Market.
12. This report provides SWOT (strengths, weakness, opportunities and threats) analysis for Global Hair Care market.
13. This report identifies the key challenges faced by new players in Global Hair Care market.
14. This report provides future trends and opportunities for Global Hair Care market.
15. This report also provides strategic recommendations for policy makers, end users, manufacturers and investors.

1. Executive Summary

- 1.1 Scope of the Global Hair Care Market 2016-2020 Report
- 1.2 Research Methodology

2. Need for Hair Care Products

- 2.1 Increase in disposable income
- 2.2 Increase in the world pollution level
- 2.3 People want to look good
- 2.4 Geography centric demand
- 2.5 Increasing demand for chemical free hair products

3. Global Hair Care Market- Overview

- 3.1 Evolution of Hair Care Products
- 3.2 Value chain Analysis of Global Hair Care Market

4. Market Segments & Forecasts for Global Hair Care Market

4.1 Overall Global Hair Care Market Forecast

4.2 Global Hair Care Market Forecast Product Wise

- 4.2.1 Global Shampoo Market Forecast
- 4.2.3 Global Conditioner Market Forecast
- 4.2.4 Global Hair Oil Market Forecast
- 4.2.5 Global Hair Styling Market Forecast

4.2.6 Global Hair Treatment Market Forecast

4.2.7 Global Hair Colors and Colorants Market Forecast

4.3 Geography Wise Forecast for Global Hair Care Market

4.3.1 Asia Pacific

4.3.2 Europe

4.3.3 Middle East & Africa

4.3.4 North America

4.3.5 South America

5. Growth Drivers and Inhibitors for Global Child

5.1 Growth Inhibitors

5.2 Growth Drivers

6. Policies Related with Global Hair Care Market

7. Risks Associated with Global Hair Care Market

7.1 Credit Risk

7.2 Policy Risk

7.3 Technical Risk

8. Profile of Key Players in Global Hair Care Market

8.1 L'Oréal

8.1.1 Company profile

8.1.2 L'Oréal in Global Hair Care Market Value Chain

8.1.3 Financial Performance of L'Oréal

8.1.4 Business Strategy of L'Oréal

8.1.5 SWOT Analysis of L'Oréal

- Strengths
- Weaknesses
- Opportunities
- Threats

8.2 Proctor & Gamble (P&G)

8.2.1 Company Profile

8.2.2 Proctor & Gamble in Global Hair Care Market Value Chain

8.2.3 Financial Performance of P&G

8.2.4 Business Strategy of P&G

8.2.5 SWOT Analysis of P&G

- Strengths
- Weaknesses
- Opportunities
- Threats

8.3 Unilever

8.3.1 Company Profile

8.3.3 Unilever in Global Hair Care Market Value Chain
8.3.3 Financial Performance of Unilever
8.3.4 Business Strategy of Unilever
8.3.5 SWOT Analysis of Unilever

- Strengths
- Weaknesses
- Opportunities
- Threats

8.4 Henkel

8.4.1 Company Profile
8.4.2 Henkel in Global Hair Care Market Value Chain
8.4.3 Financial Performance of Henkel
8.4.4 Business Strategy
8.4.5 SWOT Analysis of Henkel

- Strengths
- Weaknesses
- Opportunities
- Threats

8.5 Oriflame

8.5.1 Company Profile
8.5.2 Oriflame in Global Hair Care Market Value Chain
8.5.3 Financial Performance of Oriflame
8.5.4 Business Strategy
8.5.5 SWOT Analysis of Oriflame

- Strengths
- Weaknesses
- Opportunities
- Threats

8.6 Estee Lauder

8.6.1 Company Profile
8.6.2 Estee Lauder in Global Hair Care Market Value Chain
8.6.3 Financial Performance of Estee Lauder
8.6.4 Business Strategy
8.6.5 SWOT Analysis of Estee Lauder

- Strengths
- Weaknesses
- Opportunities
- Threats

8.7 Shiseido

8.7.1 Company Profile
8.7.2 Shiseido in Global Hair Care Market Value Chain
8.7.3 Financial Performance of Shiseido

8.7.4 Business Strategy

8.7.5 SWOT Analysis of Shiseido

- Strengths
- Weaknesses
- Opportunities
- Threats

8.8 Marico

8.8.1 Company Profile

8.8.2 Marico in Global Hair Care Market Value Chain

8.8.3 Financial Performance of Marico

8.8.4 Business Strategy

8.8.5 SWOT Analysis of Marico

- Strengths
- Weaknesses
- Opportunities
- Threats

8.9 Revlon

8.9.1 Company Profile

8.9.2 Revlon in Global Hair Care Market Value Chain

8.9.3 Financial Performance of Revlon

8.9.4 Business Strategy

8.9.5 SWOT Analysis of Revlon

- Strengths
- Weaknesses
- Opportunities
- Threats

8.10 Himalaya Herbals

8.10.1 Company Profile

8.10.2 Himalaya Herbals in Global Hair Care Market Value Chain

8.10.3 Business Strategy

8.10.4 SWOT Analysis of Himalaya Herbals

- Strengths
- Weaknesses
- Opportunities
- Threats

9. Competitive Landscape of Global Hair Care Market

10 Industry Body and Association for Global Hair Care Market

10.1 American Health & Beauty Aids Institute (AHBAI)

10.2 Hair International

10.3 American Hair Loss Association (AHLA)

10.4 Natural Product's Association Natural Seal

11. Analysis Models for Global Hair Care Market

11.1 Porter's Five Forces Model for Global Hair Care Market

11.2 SWOT Analysis for Global Hair Care Market

- Strengths
- Weaknesses
- Opportunities
- Threats

11.3 PESTLE Analysis for Global Hair Care Market

12. Challenges faced by new players in Global Hair Care Market

13. Current & Future Trends in Global Hair Care Market

14. Case Studies

- Pantene Case Study- Brand Renovation Driven by Innovative Research
- Pantene's market share slipped during the recession
- Compare and contrast: TRESemmé
- Conclusion and implications

15. Strategic Recommendations for Global Hair Care Market

15.1 Recommendations for Policy Makers

15.2 Recommendations for End Users

15.3 Recommendations for Manufacturers

15.4 Recommendations for Investors

List of Exhibits

Notes

Company Information

List of Exhibits

Exhibit 3.1 Evolution of Hair Care Market

Exhibit 3.2 Global Hair Care Market Value Chain

Exhibit 4.1.1 Global Hair Care Revenue from 2012 - 2015 (in Billion USD)

Exhibit 4.1.2 Year-wise Global Hair Care Market Revenue Growth from 2013-2015 (in %)

Exhibit 4.1.3 Forecast of Global Hair Care Market 2016-20 (in US\$ billion)

Exhibit 4.2.1 Global Hair Care Market Share by Product Category (in %)

Exhibit 4.2.2 Product Category Wise CAGR Growth Forecast for Global Hair Care Market 2016-20 (in %)

Exhibit 4.2.3 Forecast of Global Shampoo Market 2016-20 (in US\$ billion)

Exhibit 4.2.4 Forecast of Global Conditioner Market 2016-20 (in US\$ billion)

Exhibit 4.2.5 Forecast of Global Hair Oil Market 2016-20 (in US\$ billion)

Exhibit 4.2.6 Forecast of Global Hair Styling Market 2016-20 (in US\$ billion)

Exhibit 4.2.7 Forecast of Global Hair Treatment Market 2016-20 (in US\$ billion)

Exhibit 4.2.8 Forecast of Global Hair Colors & Colorants Market 2016-20 (in US\$ billion)

Exhibit 4.3.1 Market Share of Various Geographies in Global Hair Care Market (in %)

Exhibit 4.3.2 Geography Wise CAGR Growth Forecast for Global Hair Care Market 2016-20 (in %)

Exhibit 4.3.3 Forecast of Asia Pacific Hair Care Market 2016-20 (in US\$ billion)

Exhibit 4.3.4 Forecast of Europe Hair Care Market 2016-20 (in US\$ billion)

Exhibit 4.3.5 Forecast of Middle East & Africa Hair Care Market 2016-20 (in US\$ billion)

Exhibit 4.3.6 Forecast of North America Hair Care Market 2016-20 (in US\$ billion)

Exhibit 4.3.7 Forecast of South America Hair Care Market 2016-20 (in US\$ billion)

Exhibit 5.1 Growth Drivers and Inhibitors for Global Hair Care Market

Exhibit 8.1.1 Key Information of L'Oréal

Exhibit 8.1.2 Contact Detail of L'Oréal

Exhibit 8.1.3 L'Oréal in Global Hair Care Market Value Chain

Exhibit 8.1.4 L'Oréal Revenue for the Year 2011-2015 (in Euro billions)

Exhibit 8.1.5 Year-wise L'Oréal Revenue Growth in the Year 2014-2015 (in %)

Exhibit 8.1.6 Estimated Year-wise L'Oréal Revenue for the Year 2016-2020 (in Euro billions)

Exhibit 8.1.7 Geography wise revenue distribution of L'Oréal in FY-2015

Exhibit 8.1.8 SWOT Analysis of L'Oréal

Exhibit 8.2.1 Key information of Proctor & Gamble

Exhibit 8.2.2 Contact Details of Proctor & Gamble

Exhibit 8.2.3 P&G in Global Hair Care Market Value Chain

Exhibit 8.2.4 P&G Revenue for the Year 2010-2015 (in USD billions)

Exhibit 8.2.5 Year-wise P&G Revenue Growth in the Year 2012-2015 (in %)

Exhibit 8.2.6 Estimated Year-wise P&G Revenue for the Year 2016-2020 (in USD billions)

Exhibit 8.2.7 Geography wise revenue distribution of P&G in FY-2015

Exhibit 8.2.8 SWOT Analysis of P&G

Exhibit 8.3.1 Key information of Unilever

Exhibit 8.3.2 Contact Details of Unilever

Exhibit 8.3.3 Unilever in Global Hair Care Market Value Chain

Exhibit 8.3.4 Unilever Revenue for the Year 2011-2015 (in Euro billions)

Exhibit 8.3.5 Year-wise Unilever Revenue Growth in the Year 2012-2015 (in %)

Exhibit 8.3.6 Estimated Year-wise Unilever Revenue for the Year 2016-2020 (in Euro billions)

Exhibit 8.3.7 Geography wise revenue distribution of Unilever in FY-2015

Exhibit 8.3.8 SWOT Analysis of Unilever

Exhibit 8.4.1 Key information of Henkel

Exhibit 8.4.2 Contact Details of Henkel

Exhibit 8.4.3 Henkel in Global Hair Care Market Value Chain

Exhibit 8.4.4 Henkel Revenue for the Year 2011-2015 (in Euro millions)

Exhibit 8.4.5 Year-wise Henkel Revenue Growth in the Year 2012-2015 (in %)

Exhibit 8.4.6 Estimated Year-wise Henkel Revenue for the Year 2016-2020 (in Euro Millions)

Exhibit 8.4.7 Geography wise revenue distribution of Henkel in FY-2015

Exhibit 8.4.8 SWOT Analysis of Henkel

Exhibit 8.5.1 Key information of Oriflame

Exhibit 8.5.2 Contact Details of Oriflame

Exhibit 8.5.3 Oriflame in Global Hair Care Market Value Chain

Exhibit 8.5.4 Oriflame Revenue for the Year 2011-2015 (in Euro millions)

Exhibit 8.5.5 Year-wise Oriflame Revenue Growth in the Year 2012-2015 (in %)

Exhibit 8.5.6 Estimated Year-wise Oriflame Revenue for the Year 2016-2020 (in Euro millions)

Exhibit 8.5.7 Geography wise revenue distribution of Oriflame in FY-2015

Exhibit 8.5.8 SWOT Analysis of Oriflame

Exhibit 8.6.1 Key information of Estee Lauder

Exhibit 8.6.2 Contact Details of Estee Lauder

Exhibit 8.6.3 Estee Lauder in Global Hair Care Market Value Chain

Exhibit 8.6.4 Estee Lauder Revenue for the Year 2010-2015 (in USD millions)

Exhibit 8.6.5 Year-wise Estee Lauder Revenue Growth in the Year 2011-2015 (in %)
Exhibit 8.6.6 Estimated Year-wise Estee Lauder Revenue for the Year 2016-2020 (in USD millions)
Exhibit 8.6.7 SWOT Analysis of Estee Lauder
Exhibit 8.7.1 Key information of Shiseido
Exhibit 8.7.2 Contact Details of Shiseido
Exhibit 8.7.3 Shiseido in Global Hair Care Market Value Chain
Exhibit 8.7.4 Shiseido Revenue for the Year 2010-2015 (in Yen billions)
Exhibit 8.7.5 Year-wise Shiseido Revenue Growth in the Year 2011-2015 (in %)
Exhibit 8.7.6 Estimated Year-wise Shiseido Revenue for the Year 2016-2020 (in Yen billions)
Exhibit 8.7.7 Estimated Year-wise Shiseido Revenue Growth for the Year 2016-2020 (in %)
Exhibit 8.7.8 SWOT Analysis of Shiseido
Exhibit 8.8.1 Key information of Marico
Exhibit 8.8.2 Contact Details of Marico
Exhibit 8.8.3 Marico in Global Hair Care Market Value Chain
Exhibit 8.8.4 Marico Revenue for the Year 2010-2015 (in INR Billions)
Exhibit 8.8.5 Year-wise Marico Revenue Growth in the Year 2011-2015 (in %)
Exhibit 8.8.6 Estimated Year-wise Marico Revenue for the Year 2016-2020 (in INR billions)
Exhibit 8.8.7 SWOT Analysis of Marico
Exhibit 8.9.1 Key information of Revlon
Exhibit 8.9.2 Contact Details of Revlon
Exhibit 8.9.3 Revlon in Global Hair Care Market Value Chain
Exhibit 8.9.4 Revlon Revenue for the Year 2011-2015 (in USD millions)
Exhibit 8.9.5 Year-wise Revlon Revenue Growth in the Year 2012-2015 (in %)
Exhibit 8.9.6 Estimated Year-wise Revlon Revenue for the Year 2016-2020 (in USD millions)
Exhibit 8.9.7 Geography wise revenue distribution of Revlon in FY-2015
Exhibit 8.9.8 SWOT Analysis of Revlon
Exhibit 8.10.1 Key information of Himalaya Herbals
Exhibit 8.10.2 Contact Details of Himalaya Herbals
Exhibit 8.10.3 Himalaya Herbals in Global Hair Care Market Value Chain
Exhibit 8.10.4 SWOT Analysis of Himalaya Herbals
Exhibit 9.1 Competitive landscape of Global Hair Care Market
Exhibit 10.1.1 Key information of AHBAI
Exhibit 10.1.2 Contact Details of AHBAI
Exhibit 10.2.1 Key information of Hair International Exhibit 10.2.2 Contact Details of Hair International
Exhibit 10.3.1 Key information of American Hair Loss Association
Exhibit 10.3.2 Contact Details of American Hair Loss Association
Exhibit 10.4.1 Key information of NPA
Exhibit 10.4.2 Contact Details of NPA
Exhibit 11.1 Porter's Five Forces Model for Global Hair Care Market
Exhibit 11.2 SWOT Analysis for Global Hair Care Market

1. **L'Oréal**
2. **Proctor & Gamble (P&G)**
3. **Unilever**
4. **Henkel**
5. **Oriflame**
6. **Estee Lauder**
7. **Shiseido**
8. **Marico**
9. **Revlon**
10. **Himalaya Herbals**

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