



Euromonitor  
International

# Hair Care in the US

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hair care growth remains stable despite slowdowns across beauty and personal care  
Category leaders and indie disruptors continue to compete for consumers’ attention through new, innovative, and premium product launches  
Hair care distribution continues to be dictated by e-commerce presence and expansion of brands in physical retail

PROSPECTS AND OPPORTUNITIES

Salon professional hair care expected to outperform overall hair care over the forecast period  
Non-hair care beauty and personal care players are entering the hair care space  
Innovative scalp care portfolios expected to continue to dominate over the forecast period

CATEGORY DATA

- Table 1 - Sales of Hair Care by Category: Value 2019-2024
- Table 2 - Sales of Hair Care by Category: % Value Growth 2019-2024
- Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Hair Care: % Value 2020-2024
- Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024
- Table 6 - LBN Brand Shares of Hair Care: % Value 2021-2024
- Table 7 - LBN Brand Shares of Colourants: % Value 2021-2024
- Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
- Table 9 - LBN Brand Shares of Styling Agents: % Value 2021-2024
- Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024
- Table 11 - Forecast Sales of Hair Care by Category: Value 2024-2029
- Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029
- Table 13 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Beauty and Personal Care in the US - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for beauty and personal care?

MARKET DATA

- Table 14 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hair-care-in-the-us/report](http://www.euromonitor.com/hair-care-in-the-us/report).