

Baby Shampoo and Conditioner Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Personal Care, Hygiene & Baby Care (Consumer Goods & Services)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/baby-shampoo-and-conditioner-market>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
:---	:---
Base Market Size	USD 6.59 billion
Projected Forecast (2031)	USD 6.59 billion
Growth Rate (CAGR)	4.27 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Baby Shampoo and Conditioner industry](images/chart_2.png)

![Baby Shampoo and Conditioner Market Size](images/chart_3.png)

![Baby Shampoo and Conditioner Market Share by Product Type, 2025](images/chart_4.png)

![Baby Shampoo and Conditioner Market Share by Distribution Channel, 2025](images/chart_5.png)

![Baby Shampoo and Conditioner Market Growth Rate by Region](images/chart_6.png)

![Baby Shampoo and Conditioner Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 6.59 Billion
|

Market Size (2031)
|

USD 8.12 Billion
|

Growth Rate (2026 - 2031)
|

4.27 %
|

Fastest Growing Market
|

Asia-Pacific
|

Largest Market
|

Asia-Pacific
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Baby Shampoo and Conditioner Market Analysis by Mordor Intelligence

The baby shampoo and conditioner market size is expected to increase from USD 6.37 billion in 2025 to USD 6.59 billion in 2026 and reach USD 8.12 billion by 2031, growing at a CAGR of 4.27% over 2026-2031. Parents increasingly prioritize ingredient safety, dermatological testing, and products that address multiple care needs, such as cleansing, moisturizing, detangling, and scalp care. Premium products are gaining traction in emerging economies and mature markets, supported by rising disposable incomes, greater awareness of infant skin sensitivity, and demand for specialized formulations. Direct-to-consumer subscription models are also making repeat purchases more predictable by improving convenience and encouraging brand loyalty. Although lower birth rates in Western Europe and East Asia constrain unit demand, increased spending on certified organic, multifunctional, and dermatologist-validated products supports value growth. Companies that substantiate product claims through clinical testing, secure specialty ingredients, and serve consumers through retail and digital channels are better positioned to maintain their competitive standing in the baby shampoo and conditioner market.

Key Report Takeaways

- * By product type, baby shampoo accounted for the largest share of the baby shampoo and conditioner market, at 62.56% in 2025, while baby conditioner is projected to grow at the fastest CAGR of 4.97% during 2026-2031.
- * By category, conventional and synthetic formulations accounted for the largest share of the baby shampoo and conditioner market, at 62.75% in 2025, while natural and organic formulations are projected to grow at the fastest CAGR of 6.45% during 2026-2031.
- * By distribution channel, supermarkets and hypermarkets accounted for the largest share of the baby shampoo and conditioner market, at 48.77% in 2025, while online retail stores are projected to grow at the fastest CAGR of 6.89% during 2026-2031.
- * By geography, Asia-Pacific accounted for the largest share of the baby shampoo and conditioner market, at 57.38% in 2025, and is projected to grow at the fastest CAGR of 5.72% during 2026-2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Baby Shampoo and Conditioner Market*

Driver
|

(~) % Impact on CAGR Forecast
|

Geographic Relevance
|

Impact Timeline
|

Demand for hypoallergenic and
chemical-free formulations

|

+1.1%

|

Global, strongest in North America, Western Europe, and urban Asia-Pacific

|

Short term (≤ 2 years)

|

Premiumization of dermatologically tested baby care

|

+0.9%

|

North America, the European Union, Australia, and urban Asia

|

Medium term (2-4 years)

|

Expansion of e-commerce and subscription replenishment

|

+0.8%

|

Global, with the strongest
momentum in Asia-Pacific and North America

|

Short term (≤ 2 years)

|

Rising infant scalp-care
awareness in emerging markets

|

+0.7%

|

Core Asia-Pacific, with relevance
for the Middle East and Africa and South America

|

Medium term (2-4 years)

|

Demand for multifunctional
shampoo and body-wash products

|

+0.5%

|

Global, with greater use among
urban dual-income households

|

Short term (≤ 2 years)

|

Growth of refillable and
lower-plastic packaging

|

+0.4%

|

Western Europe, Australia, and
North America

|

Long term (≥ 4 years)

|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The baby shampoo and conditioner market is moderate and comprises global consumer goods companies, regional specialists, certified organic brands, and local challengers. Large companies maintain accessible product portfolios while introducing premium or certified lines to address value-oriented demand. Smaller brands compete through claims related to microbiome science, Ayurvedic heritage, refillable packaging, or specialized ingredient formulations. Beiersdorf reported that its Mumbai research and development center spans 1,600 square meters and employs 38 specialists, supporting NIVEA Baby and melanin-rich skincare development. This investment positions formulation development closer to a high-growth baby shampoo and conditioner market.

Clinical endorsement is increasingly becoming a baseline requirement for premium shelf placement and distribution through health-focused channels. Johnson's Baby and Baby Sebamed incorporate pediatric, dermatological, or ophthalmological validation into their brand positioning. Brands with comparable documentation can gain an advantage in hospitals, pharmacies, and other health-linked channels. Pigeon's 2026 Pigeon Kids Mahou no Awaawa, or Magic Foam, shampoo range is expected to receive the 7th Japan Childcare Support Award, supporting its expansion into toddler care.

Refillable packaging and subscription-based systems remain underdeveloped opportunities in the baby shampoo and conditioner market. Natural and organic claims are expected to feature in 40%-50% of new product launches in Asia during 2024-2025. Pigeon's 2024 packaging refresh introduced biomass plastic in Baby Soap and Baby Shampoo pouches, with at least 80% recycled plastic content. Kenvue is expected to update Johnson's Baby formulations in the United States in May 2026 and adopt packaging containing 50% recycled plastic. These initiatives demonstrate how leading companies are combining formulation enhancements with packaging improvements.

Baby Shampoo and Conditioner Industry Leaders

*

Kenvue Inc.

*

Pigeon Corporation

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Unilever PLC

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Himalaya Wellness Company

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Beiersdorf AG

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*Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Baby Shampoo and Conditioner Market Report Scope

By Product Type

Baby Shampoo
|

Baby Conditioner
|

Segmentation Accordion Item

By Geography

North America
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United States
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Canada
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Mexico
|

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Rest of North America
|

Europe
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Germany
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United Kingdom
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Italy
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France
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Spain
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Netherlands

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Poland

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Belgium

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Sweden

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Rest of Europe

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Asia-Pacific

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China

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India

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Japan

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Australia

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Indonesia
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South Korea
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Thailand
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Singapore
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Rest of Asia-Pacific

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South America

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Brazil

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Argentina

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Colombia

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Chile

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Peru

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Rest of South America

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Middle East and Africa

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South Africa

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Saudi Arabia

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United Arab Emirates

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Nigeria

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Egypt

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Morocco

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Turkey
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Rest of Middle East and Africa
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Frequently Asked Questions

What is the forecast growth rate for baby shampoo and conditioner?

The category is expected to grow at a 4.27% CAGR from 2026 to 2031, rising from USD 6.59 billion in 2026 to USD 8.12 billion by 2031.

Which baby hair care product has the largest share?

Baby shampoo was the largest product type, with 62.56% share in 2025, because it remains a routine cleansing purchase for most households.

Which baby hair care category is growing the fastest?

Natural and organic formulations are expected to grow at a 6.45% CAGR through 2031, supported by demand for products without sulfates, parabens, and synthetic fragrances.

Which sales channel is expanding the fastest for baby hair care products?

Online retail stores are forecast to grow at a 6.89% CAGR through 2031, aided by subscriptions, product information, and access beyond organized retail centers.