

Shampoo 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/shampoo-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 37.26 billion
Projected Forecast (2031)	USD 37.26 billion
Growth Rate (CAGR)	4.77 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

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

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

! [Shampoo Market Share by Category, 2025] (images/chart_5.png)

! [Shampoo Market CAGR (%), Growth Rate by Region] (images/chart_6.png)

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

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 37.26 Billion |
Market Size (2031) | USD 47.03 Billion |
Growth Rate (2026 - 2031) | 4.77 % |
Fastest Growing Market | Asia Pacific |
Largest Market | North America |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Shampoo Market Analysis by Mordor Intelligence The global shampoo market size was valued at USD 35.6 billion in 2025 and estimated to grow from USD 37.26 billion in 2026 to reach USD 47.03 billion by 2031, at a CAGR of 4.77% during the forecast period (2026-2031). The global hair shampoo market is on a steady rise, driven by changing consumer behaviors in retail. Today's shoppers prioritize ingredient transparency, wellness benefits, and ethical sourcing. This shift has bolstered the popularity of natural and organic shampoos, with brands like Garnier Whole Blends and Herbal Essences Bio: Renew leading the charge. The trend of premiumization is evident, as consumers opt for higher-end products like Kérastase Nutritive and Olaplex Bond Maintenance, signaling their readiness to invest in home-use solutions that deliver visible results. While mass-market giants like Head & Shoulders and Dove maintain their shelf dominance, younger consumers are turning to direct-to-consumer and niche brands. Personalized offerings, such as those from Function of Beauty and Prose, let buyers tailor formulations to their unique hair types and lifestyles. The online marketplace is further propelling this trend, granting consumers easy access to emerging brands and customized solutions. The Asia-Pacific region is at the forefront of this global growth, buoyed by rising incomes and a surge in digital commerce, leading to frequent product trials and brand-switching. Meanwhile, North America and Europe are leaning towards eco-conscious packaging and variants that are sulfate-free and vegan. In essence, the demand for shampoos is evolving, emphasizing premium efficacy, personalization, and sustainability, with consumers redefining value beyond mere pricing.

Key Report Takeaways* By product type, standard shampoos commanded 91.10% of the shampoo market share in 2025, while natural, organic, and medicated variants are advancing at a 6.92% CAGR to 2031.

* By hair concern, specific-purpose formulations commanded 55.10% of the shampoo market revenue in 2025 and are advancing at a 4.83% CAGR through 2031.

* By category, the mass segment commanded 64.10% of the shampoo market share in 2025, while the premium/luxury segment is advancing at a 4.93% CAGR to 2031.

* By distribution channel, supermarkets and hypermarkets commanded 35.20% of the shampoo market share in 2025, while online retail is advancing at a 6.38% CAGR through 2031.

* By geography, Asia-Pacific commanded 47.10% of the shampoo market share in 2025 and is advancing at a 5.52% CAGR to 2031.

Key Market Trends

Market Trends and Insights Drivers Impact Analysis of Shampoo Market* Driver | (~)

% Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |

Preference for organic and herbal shampoos | +1.2% | North America, Europe, Asia-Pacific | Medium term (2-4 years) |

Social-media and digital-marketing influence | +0.8% | Asia-Pacific, North America | Short term (≤ 2 years) |

Rising demand in men's segment | +0.6% | Asia-Pacific, Global | Medium term (2-4 years) |

Adoption of multifunctional, active-rich formulas | +0.9% | Global premium tiers | Long term (≥ 4 years) |

Sustainability and eco-friendly packaging | +0.7% | Europe, North America | Long term (≥ 4 years) |

AI-based personalization and customization | +0.5% | North America, Asia-Pacific | Long term (≥ 4 years) |

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

Global players in the hair shampoo market are moderately consolidated, are honing their marketing strategies to resonate with a wide array of consumers. Major b

brands, including Procter & Gamble, Unilever, and L'Oréal, are harnessing the power of influencer partnerships, social media outreach, and celebrity endorsements, particularly targeting the engagement of Gen Z and millennial demographics. Meanwhile, brands rooted in the digital realm, like Prose and Sienna Naturals, are fostering brand loyalty through tailored messaging and community-centric content. Premium brands such as Kérastase and Olaplex are drawing in aspirational consumers by spotlighting their product heritage, luxury branding, and immersive marketing experiences. To boost shelf visibility and encourage consumer trials, brands are increasingly turning to strategies like hero-product promotions, seasonal launches, and curated bundles.

Embracing technology is becoming a pivotal factor in distinguishing market players. Brands are channeling investments into AI-driven platforms that curate haircare routines tailored to individual profiles and concerns. Furthermore, digital commerce enhancements are streamlining online product discovery, checkout processes, and customer retention efforts. Brands such as Living Proof and Prose are leveraging sophisticated analytics to gauge influencer returns, monitor social commerce metrics, and refine their digital advertising strategies. Highlighting the significance of intellectual property in this competitive landscape, innovations like Kao Corporation's patented foam-type hair color formulations underscore its role as a shield for market differentiation.

Strategic alliances, mergers, and geographical expansions increasingly influence market dynamics. Henkel's strategic moves, including the acquisition of Vidal Sassoon's Greater China operations and Shiseido's Asia-Pacific professional hair division, underscore a trend towards consolidation for enhanced operational efficiency and deeper market penetration. Unilever's takeover of the eco-conscious brand Wild, known for its refillable products, signals a commitment to circular economy principles and sustainability. While emerging brands forge alliances with Asian ingredient suppliers for innovative and cost-effective formulations, established entities are bolstering their defenses by investing in regulatory compliance and quality assurance systems.

Shampoo Industry Leaders* Unilever PLC

- * The Procter & Gamble Company
- * Henkel AG & Co. KGaA
- * Kao Corporation
- * L'Oréal S.A.

* *Disclaimer: Major Players sorted in no particular order
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Scope Methodology P Space

For this methodology, the shampoo market covers rinse-off hair cleansing products sold through retail and professional channels, measured in manufacturer-level value terms and converted to USD for global comparison.

Scope exclusions: Hair conditioners, hair oils, hair colorants, styling products, bar soaps used for hair, and salon services are not counted even if they are marketed for hair care.

Segmentation Container

- * By Product Type* Standard Shampoo
- * Natural/Organic/Medicated Shampoo
- * By HairConcern* General/Multi-purpose

- * Specific Purpose* Anti-Dandruff and Scalp Health
- * Volumizing and Thickening
- * Strengthening and Repair
- * Hair Regrowth and Hair Repair
- * Others

- * By Category* Mass
- * Luxury/Premium

- * By Distribution Channel* Supermarkets/Hypermarkets
- * Convenience/Grocery Stores
- * Online Retail Stores
- * Other Distribution Channels

- * By Geography* North America* United States
- * Canada
- * Mexico
- * Rest of North America

- * Europe* Germany
- * United Kingdom
- * Italy
- * France
- * Spain
- * Netherlands
- * Poland
- * Belgium
- * Sweden
- * Rest of Europe

- * Asia-Pacific* China
- * India
- * Japan
- * Australia
- * Indonesia
- * South Korea
- * Thailand
- * Singapore
- * Rest of Asia-Pacific

- * South America* Brazil
- * Argentina
- * Colombia
- * Chile
- * Peru
- * Rest of South America

- * Middle East and Africa* South Africa
- * Saudi Arabia
- * United Arab Emirates
- * Nigeria
- * Egypt
- * Morocco
- * Turkey
- * Rest of Middle East and Africa

Frequently Asked Questions

What was the shampoo market size leader by geography in 2025?

Asia-Pacific led with 47.10% share, driven by higher disposable income and strong digital-commerce adoption.

Which product-type segment is growing fastest through 2031?

Natural, organic, and medicated shampoos are projected to register the quickest expansion at a 6.92% CAGR.

How are distribution channels shifting for shampoo purchases?

Online retail is growing at a 6.38% CAGR as social commerce and direct-to-consumer models gain traction, while supermarkets and hypermarkets remain the largest channel with a 35.20% share in 2025.

Why are specific-purpose shampoos gaining ground?

Consumers increasingly seek targeted benefits-such as anti-dandruff or damage repair-resulting in a 55.10% share and a 4.83% CAGR outlook for this segment.