The Global Shampoo Market 2014-2019 Trends, Forecasts and Opportunity Analysis

Description: The global shampoo market is expected to reach an estimated value of $25.73 billion by 2019. The major drivers of the shampoo market are product innovation, emerging men's grooming sector, increasing pollution, increasing concern of consumers about their appearance, and increasing demand for natural and organic hair shampoos. Herbal shampoo depicted the highest growth rate among all four segments in 2013. In herbal shampoo segment, increasing consumer awareness on the benefits of natural and organic hair care products will further drive this market.

This report provides an analysis of the global shampoo market including the market trend, company profiles, cost structure, growth opportunities, key drivers, and emerging trend of the market. The study also includes global shampoo market trends and forecasts through 2018, segmented by regions and product types as follows:

Shampoo Market by Regions:
- North America
- Europe
- Asia Pacific
- Rest of World

Shampoo Market by Product type:
- Anti-dandruff Shampoo
- Cosmetic Shampoo
- Dry Shampoo
- Herbal Shampoo

On the basis of its comprehensive research, the author forecasts that majority of the segments for cosmetic shampoo will grow moderately during 2014-2019. Herbal shampoo segment is growing at a greater pace than cosmetic shampoo, dry shampoo, and anti-dandruff shampoo. New product innovation, online selling and effective advertisement are the driving forces of the global shampoo market. Growing demand of herbal shampoo from emerging economies such as China, India, and the Middle East countries is anticipated to boost the market. Product innovation in shampoo market, with advanced solutions for different hair problems and new product launch according to customers' need, resulted in a consistent demand. Regular innovation of products is very important for companies to sustain their successful positions in the market.

This unique report will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

Features of This Report:
To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of “The Global Shampoo Market 2014-2019: Trends, Forecast, and Opportunity Analysis” include:

- Analysis of competitive intensity of the market based on Porter's Five Forces model which helps to understand the competitive position of industry players.
- Global shampoo market intelligence with special emphasis on segment by product type such as anti-dandruff shampoo, cosmetic shampoo, dry shampoo, and herbal shampoo.
- Market size in terms of value ($B) by segment, market size trend (2008-2013) and forecast (2014-2019) for key market segments to make major investment decisions.
- Regional Analysis provides shampoo market breakdown by region among North America, Europe, APAC and ROW.
- Competitor analysis: growth leadership analysis, market drivers and challenges, growth opportunity analysis by segment market and by regional market that helps to ascertain a sound investment decision.
- Market strategic assessment, emerging trend, innovations and new product launches, mergers and acquisitions by the market players are studied in the report.

Who Can Benefit From This Report?
This study is intended for senior level executives, sales, marketing and business development professionals at various nodes of value chain of this market. This multi-client market study is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

- Business development
- Strategic planning
- Business presentation
- Determination of market size and trend
- Competitive analysis
- Resource and inventory management
- Budgeting
- Investment decisions

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