Asia Pacific Hair Care Market - By Products, Distribution Channels, Countries and Vendors - Market Trends and Forecasts (2015 - 2020)

Description: Asia Pacific is expected to witness robust demand for hair care product markets for the forecast period (2015-2020). Growing population and increasing disposable income in developing countries like India, China and South Korea is expected to offer great opportunity for hair care product manufacturers during the forecast period. Increasing demand for various hair care services like hair spa and treatments will also provide impetus to this market segment.

In past few years, due to rapid urbanization and the corresponding increase in awareness about the effects of being presentable in career and other prospects, beauty concerns among both women and men have risen tremendously. This has provided a significant boost to cosmetics industry, especially the hair care market. Today lustrous and well-groomed hair acts as key to youth appearance and these factors strongly affect the purchasing decision among consumers. Companies are spending on R&D due to increasing awareness and demand from the consumers. Hair care products are developed in order to protect hair damage from pollution, dryness, dandruff and stimulate its growth. Hair care market consists of various brands with different hair care functionalities (but not limited to cleaning, conditioning and hair styling). Few products available in hair care market are colorants, hair spray, conditioners, styling gel, hair oil and shampoos.

Korea is the powerhouse of personal care and beauty innovations, especially in the make-up sector. The Asia Pacific region is one of the largest personal care markets in the world, with a population extremely driven towards achieving perfection in terms of looks. This drives sales of a number of products, and provides sufficient inspiration for companies to invest heavily in R&D to come up with frequent break through innovations which sustain the sales of the respective companies over time. In fact, a number of new innovations make their way from the Asian markets to the others.

The beauty blogging trend is one of the strongest in Asia due to easy availability to internet and ICT. Potential customer set is made up of working individuals, mostly the young. Given the average age of the countries in the APAC, and other affluent customers they are present mostly in the urban regions of countries. Beauty blogging includes all natural hair pack, hair serum and other DIY tutorials, and also largely influence how the potential customers are going to like a particular product, given how they are influenced by product reviews on these beauty blogs. It is for this reason that hair care companies are investing heavily on social media by sending sample packs to blog owners/reviewers. These bloggers have also made their reader base aware of product composition - which product has heavy chemicals, their pros and cons, and a gamut of other associated information.

In response to changing preferences being shaped by popular opinion mirrored through traditional consumer interviews and the influential blogs, companies are coming up with herbal and other solutions to hair care issues of the largely diversified APAC market, with each region having marginally different requirements.

Distribution channels such as direct selling, e-commerce, departmental stores and supermarkets play a key role in increasing the revenues of the companies. Companies have adopted various distribution channel models to expand their offerings and tap potential consumer segment. Some of the players that are playing important role in hair care markets mentioned in the report are L'oreal Group, Procter & Gamble, Unilever, Henkel, Shiseido, Johnson & Johnson, Estee Lauder, Avon, Yves Rocher, Combe Inc., Natura, Conair Corporation and Neutrogena.

Drivers

The major drivers of APAC hair care market are:

- Increasing focus towards grooming and personal appearance
- A young, increasingly urbanized and work-oriented population
- Increase in promotional activities
- Hair care segmentation.
Challenges

The major challenges for the Asia Pacific hair care market are

High cost of niche products
New medical technologies for hair enhancement.

This Report Offers:

Market analysis for the APAC hair care market, with country specific assessments.
Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a regional scale.
Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.
Identification and analysis of the Macro and Micro factors that affect the APAC hair care market on regional scale.A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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