



Hair Care in Germany

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

German Consumers Target Specific Hair Care Needs

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

German Consumers Target Specific Hair Care Needs

Chart 2 - L'oréal Paris Elvital Shampoo Collagen Lifter

Sustainability Becomes Central to Hair Care Innovation

L'Oréal Professionnel Leverages Tiktok to Boost Professional Hair Care Engagement

Chart 3 - L'oréal Professional Dominates Haircare on Tiktok Germany

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

German Consumers to Drive Growth with Targeted Hair Care Solutions

Chart 7 - Analyst Insight for Hair Care

Brands to Innovate with Packaging to Meet Eco-Conscious Consumer Demand

Chart 8 - Balea Natural Beauty Refreshing Herbal Shampoo

Ai Personalisation to Enhance Consumer Engagement and Product Effectiveness

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Market Lead through Strong Brands

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead through Expert Advice

Online Channels Reshape Purchasing Habits with Targeted Offerings and Convenience

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Hair Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Hair Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Germany - Industry Overview

EXECUTIVE SUMMARY

German Consumers Increase Spending on Beauty and Personal Care Amid Steady Economic Growth

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

German Consumers Increase Spending on Beauty and Personal Care Amid Steady Economic Growth

Chart 22 - Eucerin: Daily Protection and Urban Lifestyle

Skin Care Sales Sustain Lead through Reframing of Longevity

Chart 23 - M. Asam Resveratrol Longevity Range

Asian Beauty Concepts Emerge through German Brands

Chart 24 - Sundance: Essence-Like Serums and Barrier-First Logic

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

German Consumer Spending Growth to Support Beauty and Personal Care Expansion

Chart 28 - Analyst Insight for Beauty and Personal Care

Skin Care to Lead Value Sales While Dupe Culture Reshapes Market

Brands Embracing Sustainability and Personalisation to Gain Competitive Advantage

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Leverage Product Strength and Consumer Loyalty to Sustain Leadership

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead through Expertise

Retail E-Commerce Accelerates Growth, Transforming Purchasing Patterns and Competitive Landscape

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-germany/report.