



Euromonitor
International

Hair Care in Pakistan

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Demand for Functional and Natural Hair Care Solutions

Brands Capture Urban Consumers with Premium, Natural Formulations

Chart 1 - Meclay of London

Natural and Herbal Hair Care Fuels Demand for Product Transparency and Chemical-Free Hair Care

Chart 2 - Nuture's Nest by Sana Abid

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Consumers to Drive Growth with Premium and Functional Product Demand

Shampoos to Maintain Dominance While Conditioners and Treatments Gain Traction

Brands Embracing Natural, Ethical Innovation to Capture Conscious Consumers

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Pakistan Ltd Expands Dominance While Procter & Gamble Pakistan (Pvt) Ltd Faces Share Pressure

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Small Local Grocers and Supermarkets Lead Retail Channels Amid Growing E-Commerce

E-Commerce Surges with Premium and Niche Hair Care Capturing Urban Consumers

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Hair Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Hair Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Pakistan - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Value Growth Persists Despite Moderate Volume Amid Economic Challenges

Chart 19 - SLS Basics

Herbal and Necessity-Led Products Drive Growth and Consumer Loyalty

Chart 20 - Hemani Herbal Expands

Digital Commerce and Lifestyle Trends Boost Premium Brand Presence

Chart 21 - Organic Traveller Skin- First Formulas

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Urbanisation and Workforce Shifts to Drive Steady Industry Expansion

Fragrances to Accelerate as Consumers Seek Value and Local Authenticity

Digital Engagement and Dermatologist-Backed Innovation to Reshape Consumer Choices

Chart 25 - Analyst Insight for Beauty and Personal Care

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Sustain Leadership Amid Rising Local Competition

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Drive Urban Growth with Omnichannel Strategies

E-Commerce Growth Amid Rising Digital Penetration and Omnichannel Adoption

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Beauty and Personal Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Beauty and Personal Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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-pakistan/report.