

Biotin Shampoo Brand Releases Global Hair Shampoo Industry Analysis for 2018

August 24, 2018

August 24, 2018 - PRESSADVANTAGE -

Perfect Hair Focus, the Irwindale, California based supplier of biotin shampoo and hair serum, has announced the Hair Shampoo Market Analysis of 2018 - 2020 as a part of their latest campaign on promoting haircare trends in the industry.

With easy access to information, most consumers are now well informed about not only the options that are available to them in the market but also what are their own requirements and needs and what product is best suited to fulfill them. With this in mind, the latest report on the Global Hair Shampoo market has predicted a modest 2% growth in CAGR on a yearly basis, caused by the increased demand for specialized products.

According to Allen Farrar, spokesperson for Perfect Hair Focus, "There is a rise in demand for products that fulfill a specific purpose such as shampoo for treated hair or shampoo for damaged hair. This is mainly caused due to people's increasing desire to fulfill the exact requirements of their particular hair problems and needs since hair texture and hair quality differs from person to person. Our sulfate-free shampoo helps solve this exact problem."

Another trend that has been noticed in the analysis is people's marked preference for products that use natural organic ingredients as opposed to those using chemicals. This has been attributed to the growing awareness around the heavy damage caused by the use of chemicals in hair products.

The report, which was released by the leading market research company Technavio maintains that the Americas continue to dominate the market share, with an estimated revenue of USD 18 billion by 2020 worldwide.

With this growing trend towards products that use natural ingredients, Perfect Hair Focus has released a men's shampoo and conditioner set that promotes hair growth and reduces hair fall with the first few washes itself. Enriched with the goodness of coconut oil, keratin and algae extract, the product has been made in the United States and can be found for review at Perfect Hair Focus's Amazon storefront. To learn more about

this product along with their other products such as hair powder for thinning hair, visit their official website - <http://perfecthair.club/>.

###

For more information about Perfect Hair Focus, contact the company here: Perfect Hair Focus
Allen Farrar 877-737-4247 info@perfectnailsolution.com 5027 Irwindale Ave. Ste 300 Irwindale, CA 91706

Perfect Hair Focus

Perfect Hair Focus is a brand owned by Unico Enterprises, an Irwindale, CA-based company dedicated to providing premium beauty and grooming products.

Email: info@perfectnailsolution.com

Phone: 877-737-4247