

## **Hair Care in Brazil**

Market Direction | 2022-07-28 | 33 pages | Euromonitor

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### **Report description:**

The COVID-19 pandemic emerged in the country in 2020, when most Brazilians were still struggling to recover their lost purchasing power from the last economic crisis of 2015-2016. While the government's monthly emergency aid of BRL600 in 2020 provided a powerful injection into the economy that enabled many families to maintain their standard of living, it was only able to partially offset the effects of economic volatility. For this reason, trading down in terms of products and brands, and the p...

Euromonitor International's Hair Care in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Hair Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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July 2022

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