

Hair Care in Switzerland

Market Direction | 2022-08-19 | 28 pages | Euromonitor

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Report description:

Demand for hair care remained stable in 2021, following moderate growth the previous year. Home seclusion and heightened hygiene awareness as a result of the pandemic, meant that many Swiss consumers retained or even enhanced their basic hygiene routines, ensuring consistent demand for shampoos, and conditioners and treatments in particular. A marginal rise in sales in 2021 was also boosted by greater mobility outside of the home, with consumers starting to return to the workplace, socialising a...

Euromonitor International's Hair Care in Switzerland 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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