

Hair Care in Germany

Market Direction | 2022-09-30 | 28 pages | Euromonitor

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Report description:

Hair care was amongst the beauty and personal care categories that saw the most growth in Germany in 2021. In fact, this category proved to be quite resilient throughout the pandemic. With prices evolving at a moderate pace, volume demand was the main driver of growth. The implementation of a vaccination programme and increased social activities throughout 2021 when compared with the previous year boosted the consumption of hair care products. Salon professional hair care and styling agents show...

Euromonitor International's Hair Care in Germany 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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