

## **Russia Hair Care Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

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### **Report description:**

Russia's haircare market is projected to grow at a CAGR of 4.9 % during the forecast period (2023 - 2028).

Russian consumers generally prefer more natural products for their hair care routines. Thus, the demand for organic products or products containing natural ingredients is comparatively higher in the region. For instance, owing to the demand for natural hair care products, In 2018, L'Oreal launched the Garnier Fructis hair care line, made from natural ingredients.

Among the hair care product types, the shampoo segment holds a majority of the share in the Russian haircare market, owing to its wide usage. Further, the increasing internet penetration and prevalence of e-commerce companies to attract consumers is driving sales via online stores in the region.

The majority of Russian consumers prefer purchasing products offline, but there is a recent growth in online channels as well. As per International Trade Administration, in 2019, the majority of consumers still preferred offline shopping, but almost half of them also purchased personal care products online. According to market statistics, female consumers spent more in online beauty stores than in traditional shops. Males visited online stores less. Online marketplaces like Ozon and Wildberries grew exponentially.

Russia Hair Care Market Trends

Hypermarkets/Supermarkets Dominate the Sales of Hair Care Products in the Region

Hypermarkets/Supermarkets form a key mode of distribution in the country, as key players in the country are primarily focused on

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the sales through these stores. All the varieties of shampoo, conditioners, and other hair care products offered by different brands are placed on the same shelf. Thus, it is convenient for consumers to select and buy a specific product according to their preferences. Auchan and Azbuka Vkusa are a few prominent supermarkets in the country offering a variety of hair care products.

#### Russian Consumers Prefer Branded Hair Care Products Over Private Label

Hair care brands like Avon, L'Oreal, and P&G dominated the Russian hair care market. The rising inclination of consumers toward branded products is making Russia a lucrative market for multinationals. Owing to the rising demand for branded products, companies are expanding their product portfolio and manufacturing facilities in the country. However, Loreal SA has put in place measures to improve its environmental performance, particularly regarding sustainable water management, along with expanding its hair care plant in Russia.

#### Russia Hair Care Market Competitor Analysis

The key players in the Russian hair care market include L'Oreal Group, Procter & Gamble, Beiersdorf AG, Avon Products Inc., Unilever, The Estee Lauder Companies Inc., and the Shiseido Company.

Hair wash products, as well as hair masks, are quite popular among Russian women. Russian women generally prefer natural ingredients in their products. Several brands recently gained popularity, specializing in natural and organic hair care products. Natura Siberica, Organic Shop, and White Agafia are some of the popular names in hair care products that make natural and organic products.

These brands have some famous products in the Russian market like Natura Siberica Northern Cloudberry Shampoo, Organic Shop Color Conditioner Golden Orchid, and Natura Siberica Fresh Spa Birch Tree Strengthening Shampoo.

The key players are actively focusing on gaining larger market shares through constant innovation in products and investments in R&D for developing niche products. Considering the above-mentioned factors, the competitive rivalry in the industry is assessed to be high during the forecast period.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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