

## **Hair Care in Argentina**

Market Direction | 2023-04-24 | 25 pages | Euromonitor

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### **Report description:**

As a result of high inflation and decreasing purchasing power in 2022, Argentinian consumers tightened their belts and volume sales of hair care products experienced a continued contraction. Products such as standard shampoos, conditioners and treatments have high household penetration in Argentina, but these products, as well as hair care in general, are considered non-essential for low-income consumers who resort to using soap instead. The descent of hair care in volume terms is primarily expl...

Euromonitor International's Hair Care in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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May 2023

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