

## **Hair Care in Belgium**

Market Direction | 2023-04-26 | 24 pages | Euromonitor

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### **Report description:**

Hair care experienced a decline in volume sales during 2022, attributed to various factors, including rising prices and pressure on purchasing power, as well as consumers shifting their spending towards other beauty and personal care categories that were heavily impacted by the pandemic, particularly fragrance and colour cosmetics. Additionally, hair care's maturity, particularly in standard shampoo, contributed to the negative performance.

Euromonitor International's Hair Care in Belgium 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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Colourants faces opposing purchasing influences in 2022

New product typologies meet consumer demand in 2022

##### PROSPECTS AND OPPORTUNITIES

Consumers are likely to be more cautious when buying hair care in the short term, with more focus on premium products in the medium term

Colourant sales to suffer thanks to natural trend over the forecast period

Innovation likely to focus on health and wellness during the forecast period, positively affecting hair care

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