

Hair Care in China

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

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Report description:

After sales surged in 2021 in both retail current value and volume terms, hair care in China declined for the first time in a decade in 2022, as a result of outbreaks of the Omicron variant of COVID-19 and associated wide-ranging lockdowns. Months of lockdowns in a number of cities not only significantly impacted offline retailing due to affected logistics and the plummeting of foot traffic, but also hammered consumer confidence, which led to a more conservative consumption style. The impact was...

Euromonitor International's Hair Care in China 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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Table of Contents:

Hair Care in China
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List Of Contents And Tables

HAIR CARE IN CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hair care declines for the first time in a decade as a result of the pandemic

Declining demand during lockdowns affects standard shampoos

Conditioners and treatments remains static due to polarised demand in the mass and premium segments

PROSPECTS AND OPPORTUNITIES

E-commerce will return to steady growth, while offline retailing expected to boom

Hair loss will continue to be a pain point that drives sales of hair care products

Driven by demand for functionality, skinification will keep developing alongside premiumisation

CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2017-2022

Table 2 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 3 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Hair Care: % Value 2018-2022

Table 5 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 6 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 7 LBN Brand Shares of Colourants: % Value 2019-2022

Table 8 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 9 LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 10 □LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 11 □Forecast Sales of Hair Care by Category: Value 2022-2027

Table 12 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 13 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN CHINA

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 14 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 20 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

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Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 23 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

Hair Care in China

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