

Hair Care in Colombia

Market Direction | 2023-05-02 | 25 pages | Euromonitor

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Report description:

Inflation was a significant factor in Colombia in 2022, as in spite of higher oil prices, as a result of the Ukrainian war, which benefitted Colombian oil exports, other factors such as global supply constraints and currency depreciation, led to higher prices. As a result, though hair care registered a healthy increase in current value sales, constant value sales only increased slightly, and volume sales fell significantly. With consumers being price sensitive, they opted to buy both larger econ...

Euromonitor International's Hair Care in Colombia 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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Euromonitor International
May 2023

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