

Hair Care in Croatia

Market Direction | 2023-05-02 | 22 pages | Euromonitor

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Report description:

In 2022, with society gradually opening up and people looking to present themselves well, hair care registered an increase in retail volume and current value sales. Sales professional hair care registered the highest current value growth as hair salons reopened. Given that these products are mainly or exclusively sold via hair salons, the category experienced a rapid turnaround. Inflation boosted value sales, with double-digit value growth driven by rising unit prices in hair care.

Euromonitor International's Hair Care in Croatia 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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