

Hair Care in Egypt

Market Direction | 2023-05-11 | 23 pages | Euromonitor

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Report description:

Consumers have shifted their purchasing behaviour within hair care in light of broader trends relating to health and wellness and the environment. They have been increasingly attracted to products containing natural, often vegan, ingredients such as olive and argan oil, avocados and honey. In hair care specifically, silicon free products are on the rise, particularly for curly hair, and brands are starting to introduce lines that target this consumer segment. While consumers have always sought n...

Euromonitor International's Hair Care in Egypt 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.

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HAIR CARE IN EGYPT

KEY DATA FINDINGS

2022 DEVELOPMENTS

Natural, organic and sulphate free ingredients are leading
Extremely competitive market and innovative products
Price sensitivity due to competition and economic situation

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Social media plays a huge role
Local brands are easily penetrating the market

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