

Hair Care in Finland

Market Direction | 2023-05-03 | 25 pages | Euromonitor

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Report description:

Overall hair care current value sales were low in Finland in 2022, with unit pricing undergoing adjustments due to inflationary pressures. Overall volume, meanwhile, was in slight decline. Volume growth across several categories remained stagnant or slightly negative, as consumers sought ways to reduce their expenditure.

Euromonitor International's Hair Care in Finland 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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HAIR CARE IN FINLAND

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Uninspiring performance from overall category in 2022

Continued post-pandemic recovery for salon professional hair care

Natural trend rises, supporting demand in conditioners and treatments

PROSPECTS AND OPPORTUNITIES

Volume growth to pick up as consumer confidence rises later in the forecast period, and domestic players to expand

Salon professional hair care to lead growth while sustainability concerns continue

Perms and relaxants will continue to decline

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