

Hair Care in France

Market Direction | 2023-05-03 | 28 pages | Euromonitor

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Report description:

Hair care saw recovered sales in 2022 compared to 2021, with value stronger than volume due to inflationary pressures driving up unit prices. Furthermore, higher-end subcategories, such as the best-performing salon professional hair care, are driving sales. Indeed, sales of salon professional hair care (and colourants) soared during the era of the pandemic, as hair salons were closed for the duration and consumers were thus forced to attend to their hair care needs at home. Post-pandemic, howeve...

Euromonitor International's Hair Care in France 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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Salon professional hair care drives sales

"Clean beauty" competition high in mass brands, while premium brands specialise in added value

Multiplication of launches strongly supports the category, attesting to its good health

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