

Hair Care in Indonesia

Market Direction | 2023-04-25 | 24 pages | Euromonitor

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Report description:

Hair care continued to see positive retail volume and current value growth in 2022. Many types of hair care products have emerged in the market offering various functions. Some examples of these types of products are hair serums, hair masks, conditioners and shampoos. The use of a shampoo has become a daily need for many consumers, and can be said to be one of the primary self-cleaning products for local consumers.

Euromonitor International's Hair Care in Indonesia 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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New variants, new functions and the return to pre-pandemic lifestyles provide positive sales drivers for hair care at the end of the review period

Consumers look for hair care products for specific needs

E-commerce leverages price advantages to gain traction

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Standard shampoos to drive the performance of hair care

Players enhance shampoo formulae to cater to hijab users

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