

Hair Care in Italy

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

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Report description:

Hair care saw low single-digit growth in 2022, which was the result of the positive performance of all categories with the exception of colourants. Most categories also saw value growth boosted by unit price increases, which were the result of higher retail prices (linked to the higher costs of production faced and mostly absorbed by manufacturers). Standard shampoos and conditioners and treatments benefited from Italian consumers generally going out more often and washing their hair more frequently.

Euromonitor International's Hair Care in Italy 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 sustained by Italian consumers' more active social lives

Growing demand for high-performance products benefits salon professional hair care, while "skinification" increasingly influences new hair care launches

L'Oreal remains the largest player, though Procter & Gamble's Pantene is still the leading brand

PROSPECTS AND OPPORTUNITIES

Hair care set to see moderate growth rates due in part to competition from professional hair colouring services at salons

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