

## **Hair Care in Japan**

Market Direction | 2023-05-19 | 27 pages | Euromonitor

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### **Report description:**

In 2022, demand for styling agents improved due to the increased number of opportunities to spend time outside of the home, while colourants recorded a positive performance, appealing to consumers of various ages who enjoyed experimenting with different styles of hair colour, including adding bleach to colour. Demand for shampoos and conditioners/treatments that were part of basic hair care routines remained steady, with both categories recording marginally higher current value growth, driven by...

Euromonitor International's Hair Care in Japan 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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