

Hair Care in North Macedonia

Market Direction | 2023-05-15 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Hair care experienced robust growth in 2022, driven by the steady volume demand for colourants and standard shampoo. These categories have successfully recovered from the setbacks caused by the COVID-19 pandemic. The growth of hair care is further fuelled by a continuous stream of key new product launches, introducing enhanced and value-added offerings that resonate with the preferences of local consumers. The allure of trying out innovative hair care products contributes to the overall strength...

Euromonitor International's Hair Care in North Macedonia 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Hair Care in North Macedonia
Euromonitor International
May 2023

List Of Contents And Tables

HAIR CARE IN NORTH MACEDONIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

New product launches support growth in hair care
Styling agents emerge as the powerhouse within hair care
Expansion of the private label segment

PROSPECTS AND OPPORTUNITIES

Slowdown in growth due to population decline
Hair loss treatments to drive growth within hair care
Salon professional care maintains its appeal

CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2017-2022
Table 2 Sales of Hair Care by Category: % Value Growth 2017-2022
Table 3 Sales of Hair Care by Premium vs Mass: % Value 2017-2022
Table 4 NBO Company Shares of Hair Care: % Value 2018-2022
Table 5 LBN Brand Shares of Hair Care: % Value 2019-2022
Table 6 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022
Table 7 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022
Table 8 LBN Brand Shares of Premium Hair Care: % Value 2019-2022
Table 9 Forecast Sales of Hair Care by Category: Value 2022-2027
Table 10 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027
Table 11 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN NORTH MACEDONIA

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 18 Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Hair Care in North Macedonia

Market Direction | 2023-05-15 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-11
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com