

Hair Care in Portugal

Market Direction | 2023-05-04 | 25 pages | Euromonitor

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Report description:

Hair care registered positive albeit moderate growth in retail volume terms in 2022. The largest hair care category is shampoo but it is already considered a basic product that is essential in the hygiene routines of most consumers. Therefore, it is already suffering from maturity and a high penetration level. For the same reasons, this category only registered a moderate decline following the outbreak of COVID-19 in 2020. This decline was caused by home seclusion with some consumers washing the...

Euromonitor International's Hair Care in Portugal 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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High inflation rates favour private label sales

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