

Hair Care in Spain

Market Direction | 2023-05-04 | 27 pages | Euromonitor

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Report description:

Sales of hair care products saw positive growth in current value terms in 2022, although this was mainly due to inflationary pressures, rather than any real upturn in demand. Indeed, the category saw a weak performance in constant value terms, as the local economy struggled to absorb the financial impact of the war in Ukraine. With consumers facing higher energy prices, many sought to rationalise their household expenditure by switching away from premium brands towards cheaper, private label alt...

Euromonitor International's Hair Care in Spain 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 IN SPAIN

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Economic indicators hinder recovery, with salon professional hair care bucking declining sales trend

Growing demand for natural formulations

L'Oreal retains its leadership position, in face of strong competition from private label

PROSPECTS AND OPPORTUNITIES

Economic factors will hinder value growth, with consumers likely to switch to private label or "family" products in order to save money

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Younger consumers will increasingly demand sustainable products

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