

## **Hair Care in Thailand**

Market Direction | 2023-05-02 | 26 pages | Euromonitor

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### **Report description:**

As people returned to work and resumed their social activities (socialising, exercising, travelling) as the pandemic eased, they started taking more care of their hair, and also visited hair salons as these reopened, which drove strong retail volume and current value growth for hair care in 2022. Salon professional hair care saw one of the strongest growth rates, as more people purchased products in salons to use at home. More brands were also pushing their products through online sales channels...

Euromonitor International's Hair Care in Thailand 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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