

Hair Care in the Netherlands

Market Direction | 2023-05-03 | 26 pages | Euromonitor

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Report description:

Current retail value sales for hair care recorded strong growth in 2022. However, most of the growth was generated by substantial increases in consumer price points, due to inflation and the general rise in the costs of hair care products. Compared to other grocery categories, price increases were still moderate, with categories such as instant coffee or dairy recording double-digit price growth in 2022. However, retail volume of hair care products were under pressure.

Euromonitor International's Hair Care in Netherlands 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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Styling agents is slower to recover following a decline during COVID-19

Unilever launches new hair care ranges for Andreelon brand

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