

## **Hair Care in Bolivia**

Market Direction | 2023-05-02 | 19 pages | Euromonitor

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### **Report description:**

Hair care saw a rebound in retail volume and value sales during 2022 after two years of negative rates caused by the COVID-19 pandemic resulted in less frequent use of hair care. With consumers returning to normal lifestyles out of the home demand for hair care bounced back. However, sales of hair care products were concentrated on value brands in 2022 with consumers looking for cheaper products. Companies were also keen to promote products at lower prices to compete with the illicit trade. Smug...

Euromonitor International's Hair Care in Bolivia 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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