

Hair Care in Costa Rica

Market Direction | 2023-05-04 | 23 pages | Euromonitor

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Report description:

With rising prices, hair products have become very expensive in Costa Rica in 2022, even for higher income consumers. Larger volume presentations became very popular during 2020; however, in 2022, consumers' purchasing decisions are based on price, regardless of quantity. This has led well-known brands to launch shampoo presentations of 200ml (normal bottle size 370ml) for sale in lower-priced retailers such as Pequeno Mundo, El Rey, and Shoppers. Sachets are also popular among lower income cons...

Euromonitor International's Hair Care in Costa Rica 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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Table of Contents:

Hair Care in Costa Rica
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List Of Contents And Tables

HAIR CARE IN COSTA RICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price becomes more important than ever in 2022

Global players dominate shampoo and conditioner products

Local Bioland brand has a notable presence in hair gel

PROSPECTS AND OPPORTUNITIES

As consumers return to hair salons, modern retailer hair colourants will need to continue offering discounts

New "nutritional" ingredient claims are expected on hair products

Innovation to beat price competition

CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2017-2022

Table 2 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 3 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Hair Care: % Value 2018-2022

Table 5 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 6 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 7 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 8 LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 9 Forecast Sales of Hair Care by Category: Value 2022-2027

Table 10 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 11 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN COSTA RICA

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 17 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 18 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 19 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 20 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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