

Hair Care in Estonia

Market Direction | 2023-05-09 | 22 pages | Euromonitor

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Report description:

Hair care resumed its usual, pre-pandemic performance in 2022, following a revival in 2021 in most categories. Styling agents was the best-performing category in 2022, recording double-digit value and volume growth in the year. Styling agents was the hardest hit area of hair care during the pandemic, with sales plummeting, as with people not mixing with other people and unable to get their hair cut, there was less demand for styling agents. Added to this, styling agents are also often sold to cu...

Euromonitor International's Hair Care in Estonia 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 Estonia
Euromonitor International
May 2023

List Of Contents And Tables

HAIR CARE IN ESTONIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong demand for styling agents as life returns to normal

Multinationals continue to lead in 2022 with widely available, well-known brands

Limited presence of local brands

PROSPECTS AND OPPORTUNITIES

Moderate growth expected in a saturated market

Demand for professional products as consumers enjoy the salon experience at home

Potential of local brands and private label

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 ESTONIA

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 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

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

Table 21 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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