

## **Hair Care in Georgia**

Market Direction | 2023-05-09 | 20 pages | Euromonitor

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### **Report description:**

A growing number of occasions and more time spent outside the home encouraged the consumption of styling agents and colourants in 2022. This led to an increasing demand for hair conditioners and treatments, boosting retail volume sales in these areas. Busy lifestyles drives demand for quick and effective hair treatment while growing consumers' awareness stimulates demand for hair care products. Many consumers were also interested in purchasing innovative options that offered natural ingredients,...

Euromonitor International's Hair Care in Georgia 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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Salon professional hair care is challenged by rising price-sensitivity  
Multinationals lead hair care, as Procter & Gamble Co retains its top spot  
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Busy lifestyles and a rise in social occasions drives growth in hair care  
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## SOURCES

### Summary 1 Research Sources

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