

Hair Care in North Macedonia

Market Direction | 2023-05-15 | 21 pages | Euromonitor

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Report description:

Hair care experienced robust growth in 2022, driven by the steady volume demand for colourants and standard shampoo. These categories have successfully recovered from the setbacks caused by the COVID-19 pandemic. The growth of hair care is further fuelled by a continuous stream of key new product launches, introducing enhanced and value-added offerings that resonate with the preferences of local consumers. The allure of trying out innovative hair care products contributes to the overall strength...

Euromonitor International's Hair Care in North Macedonia 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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