

Hair Care in Peru

Market Direction | 2023-05-02 | 22 pages | Euromonitor

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Report description:

The removal of COVID-19 related restrictions led to the resumption of society in 2022. People began to frequent consumer foodservice outlets, bars and attend public events once more, all of which contributed to the recovery of hair care sales. The resurgence was strongest in categories related to appearance such as styling agents, conditioners and treatments, rather than shampoo that is more related to hygiene.

Euromonitor International's Hair Care in Peru 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.

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Companies adapt to price increases in hair care in response to inflationary context

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SOURCES

Summary 1 Research Sources

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