

Hair Care in Singapore

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

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Report description:

The onset of the COVID-19 pandemic led to an increased interest in more elaborate hair care routines, as Singaporeans spent more time at home due to work-from-home mandates. Thus, while many consumers cut back on their overall spending across 2020 and 2021, with fewer opportunities to spend, hair care continued to enjoy overall growth in retail volume and current value terms. In 2022, given the high vaccination rate and reduced COVID-19 community transmission, the Singapore government largely re...

Euromonitor International's Hair Care in Singapore 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 Singapore
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List Of Contents And Tables

HAIR CARE IN SINGAPORE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Salon professional hair care drives growth in 2022, given increased at-home DIY hair routines

Conditioners and treatments become a necessity in hair care routines

Increase in ingredient-led narratives in hair care as consumers gain awareness

PROSPECTS AND OPPORTUNITIES

Anti-ageing and strengthening properties will continue to drive sales

Colourants players with more treatment formulations set to perform better

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

Table 6 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 7 LBN Brand Shares of Colourants: % Value 2019-2022

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

Table 9 LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 10 □LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 11 □Forecast Sales of Hair Care by Category: Value 2022-2027

Table 12 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 13 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN SINGAPORE

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

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 20 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

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

Table 22 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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