

Hair Care in Sweden

Market Direction | 2023-05-11 | 26 pages | Euromonitor

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Report description:

Hair care registered only modest growth in constant value terms in 2022, continuing the trend of the previous year. The category is highly mature, particularly in the case of shampoos and conditioners and treatments, which are considered necessities by Swedish consumers. This limited the impact of the pandemic, as both these products are used on a daily basis. Moreover, since consumers often purchase hair care products during weekly shopping trips to modern grocery retailers, as well as low-cost...

Euromonitor International's Hair Care in Sweden 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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High degree of saturation limits opportunities for value growth

Salon brands benefit from home influence trends, as well as growing online presence

"Clean" formulations will find their niche in a mature market

PROSPECTS AND OPPORTUNITIES

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New entrants will turn to e-commerce to circumnavigate strength of established players in store-based retailing

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