

## **Hair Care in Mexico**

Market Direction | 2023-06-05 | 28 pages | Euromonitor

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### **Report description:**

The trend towards the skinification of hair care has helped to fuel the growth of the entire category. All categories of hair care were boosted by people's growing interest in holistic hair care and in meeting the specific needs of their scalp. Salon professional hair care, medicated shampoos, and conditioners and treatments categories have been particularly boosted by the launch of products offering solutions to problems such as scalp dryness, dandruff, psoriasis and alopecia, with some of the...

Euromonitor International's Hair Care in Mexico 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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