

Hair Care in India

Market Direction | 2023-07-13 | 25 pages | Euromonitor

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Report description:

In recent years, a fascinating trend took the beauty industry by storm - the "skinification" of hair. This is the trend of using skin care ingredients in hair care products, or applying the concepts of skin care in hair care, and recently there has been increased adoption of this trend. This innovative approach blurs the lines between skin care and hair care, recognising the fundamental similarities between the two. The concept behind using skin care ingredients in hair care products is basicall...

Euromonitor International's Hair Care in India 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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Euromonitor International
October 2023

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