

Hair Care in Colombia

Market Direction | 2024-04-12 | 25 pages | Euromonitor

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Report description:

Hair care saw double-digit current value growth in Colombia in 2023. Products that focused on the health and nourishment of the hair continued to be favoured, with new options being launched during the year. Similar to other beauty and personal care categories, brands continued to leverage consumers' preference for and greater interest in ingredients that support their health and further supported innovation utilising ingredients such as naturally derived superfood proteins and fruit enzymes, hy...

Euromonitor International's Hair Care in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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