

Hair Care in China

Market Direction | 2024-04-17 | 24 pages | Euromonitor

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Report description:

Hair care has faced unexpected challenges in its journey to recovery post-pandemic, despite the relaxation of restrictions. After a year of slow decline for hair care in 2022, sales remained fairly stable in China in 2023, failing to recover any of the lost sales. This struggle can be attributed to several factors, one of which was the broader economic environment. As economic conditions remained uncertain, consumer spending patterns within hair care did not return to the pre-pandemic level as s...

Euromonitor International's Hair Care in China 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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