

Hair Care in Hungary

Market Direction | 2024-04-18 | 25 pages | Euromonitor

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Report description:

The hair care market experienced a significant shift towards home treatments and wellness routines towards the end of the review period. This was driven by a combination of factors including the lingering impact of COVID-19 and rising inflation, which led consumers to seek more cost-efficient alternatives to hair salon services. Besides the reshuffling of consumer habits during the pandemic, there was a noticeable shift towards integrating hair treatments that were previously the preserve of sal...

Euromonitor International's Hair Care in Hungary 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.

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Drugstores continue to lead sales supported by the strong performance of their private label lines

Consumers paying more attention to the ingredients in the products they buy

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