

Hair Care in Ireland

Market Direction | 2024-04-15 | 26 pages | Euromonitor

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Report description:

Hair care in Ireland recorded positive retail value sales in 2023, while retail volume recorded growth in areas including colourants, conditioners and treatments, and shampoos. With high inflation and negative GDP, disposable incomes decreased. This benefited products in hair care, including colourants, with Irish consumers looking for at-home methods to maintain their hair, reducing their visits and expenditure at hair salons. Furthermore, with consumers socialising more, good results were seen...

Euromonitor International's Hair Care in Ireland 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Salon professional hair care benefits from consumers seeking a professional, sleek look

L'Oreal UK maintains its top spot, while smaller brands continue to gain ground

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