

Hair Care in Norway

Market Direction | 2024-04-18 | 26 pages | Euromonitor

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Report description:

Hair care experienced significant growth during the pandemic as consumers had more time for self-care and participated in increased outdoor activities. However, the exceptional growth rates seen in 2020 and 2021 have moderated in 2022 and 2023. Importantly, volume sales have not declined, indicating that the pandemic-induced focus on hair care has become a more permanent trend. Value growth has primarily been driven by inflation and rising unit prices. This suggests that consumers have adopted n...

Euromonitor International's Hair Care in Norway 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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