

Hair Care in South Korea

Market Direction | 2024-04-15 | 25 pages | Euromonitor

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Report description:

Hair care saw slow current value growth in South Korea in 2023. Sales and growth in premium hair care in South Korea lagged behind mass, due to the strong presence of mass brands which are effectively positioning themselves in various hair care segments. Mass brands now cater to diverse consumer needs, such as scalp care, treating hair loss, and providing fragrance. There are two major trends in hair care. One is hair care features encompassing scalp care, damage control, and hair loss treatment...

Euromonitor International's Hair Care in South Korea 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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