

Hair Care in the Philippines

Market Direction | 2024-04-18 | 22 pages | Euromonitor

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Report description:

Hair care is a relatively mature category in the Philippines and as such, saw relatively modest growth in retail volume in 2023. The largest segment, standard shampoos saw a stagnant performance, with growth of hair care instead driven by newer and more innovative areas. For instance, salon professional hair care was the most dynamic category in 2023, albeit from a low base. Sales of these products benefited from the reopening of hair salons after the pandemic, with wealthier consumers keen to i...

Euromonitor International's Hair Care in Philippines 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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Salon professional products help add value to a mature category

Return to busy, social lifestyles boost demand for colourants, while conditioners and treatments see stagnant performance, despite new entrants

Multinationals maintain dominance, but local brands attract considerable interest, with social media playing an important role

PROSPECTS AND OPPORTUNITIES

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