

Hair Care in Croatia

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

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Report description:

Towards the end of the review period, local consumers adopted a more personalised, customised approach to their hair care needs. This trend first emerged during the peak months of the COVID-19 pandemic, when many people took the opportunity to experiment with new hairstyles and new types of hair care products. The process towards adopting a more individualistic hairstyle often involves a person describing their hair care needs and aims to a hairdresser, beauty professional or trained sales assis...

Euromonitor International's Hair Care in Croatia 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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HAIR CARE IN CROATIA

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Rising demand for hair care as consumers spend more time outside of the home

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