

Hair Care in Dominican Republic

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2023, hair care in the Dominican Republic witnessed slightly slower growth in retail volume and current value terms, as consumers were more cautious with expenditure in the face of high inflation. Consumers switched to new packaging sizes and formats in shampoos in order to make cost savings. Larger containers such as the 700ml option from Head & Shoulders, a leading brand from The Procter & Gamble Co, proved popular. Head & Shoulders specialises in the treatment of dandruff, which has gained...

Euromonitor International's Hair Care in Dominican Republic 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Hair Care in Dominican Republic
Euromonitor International
April 2024

List Of Contents And Tables

HAIR CARE IN DOMINICAN REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shampoo brands attract consumers with new packaging options
Diversity and multiculturalism are reflected in hair care products
Local government supports the development of small hair care producers

PROSPECTS AND OPPORTUNITIES

Premiumisation trend to drive demand for salon professional hair care products
Private label pressure with offers on super-size packaging
Concept of sustainability now more present in the minds of Dominicans

CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2018-2023
Table 2 Sales of Hair Care by Category: % Value Growth 2018-2023
Table 3 Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 4 NBO Company Shares of Hair Care: % Value 2019-2023
Table 5 LBN Brand Shares of Hair Care: % Value 2020-2023
Table 6 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 7 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 8 LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 9 Forecast Sales of Hair Care by Category: Value 2023-2028
Table 10 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
Table 11 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

BEAUTY AND PERSONAL CARE IN DOMINICAN REPUBLIC

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Hair Care in Dominican Republic

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-06"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com