

## **Hair Care in Peru**

Market Direction | 2024-04-22 | 23 pages | Euromonitor

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### **Report description:**

Hair care crept back into sub-decimal positive volume sales in 2023 in Peru, while value is more strongly supported by higher unit prices caused by inflationary pressures. Overall, hair care is being supported by at-home hair treatment and styling trends, which were inspired by "home salon" experiences during the era of the pandemic, when salons were closed. Although salons have since reopened, consumers have become accustomed to enjoying a wider range of professional-quality hair care products...

Euromonitor International's Hair Care in Peru 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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