

Hair Care in Sweden

Market Direction | 2024-04-22 | 24 pages | Euromonitor

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Report description:

Hair care in Sweden continues to see positive volume growth, with value further boosted by inflation and a modest premiumisation trend. Unlike other beauty and personal care categories like fragrances and skin care, hair care has not witnessed a drastic shift towards premium products. This can be attributed to the significant share of sales happening through grocery channels, where price sensitivity is higher. However, the pandemic's focus on home hair care routines fuelled a growing demand for...

Euromonitor International's Hair Care in Sweden 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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