

Hair Care in Australia

Market Direction | 2024-05-01 | 27 pages | Euromonitor

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Report description:

Hair care in Australia experienced steady growth, driven by the ongoing skinification trend. The latter continued to influence category development, with an increasing number of hair care products incorporating premium skin care ingredients to enhance their appeal. Particularly notable was the focus on natural, clean formulations within the mass segment, driven by the sulphate-free movement, with claims such as sulphate-free and no parabens remaining common.

Euromonitor International's Hair Care in Australia 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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HAIR CARE IN AUSTRALIA

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Growing embrace of skinification boosts value growth for mass hair care
Improved distribution is driving the growth of salon professional hair care
Hairsience supports expansion of premium offering

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Greater focus likely on addressing pre-existing hair issues
Hair care is anticipated to undergo further exploration of sustainable ingredients and packaging
Development of omnichannel strategies is set to fuel sustainable growth

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