

## **Hair Care in Egypt**

Market Direction | 2024-04-29 | 23 pages | Euromonitor

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### **Report description:**

Hair care saw current value growth in Egypt in 2023. The category witnessed declining volumes and significant increases in value due to a considerable increase in its prices, which rose by more than 40%. These prices increased for several reasons, including the global rise in the cost of raw materials used in hair care products driving up prices in Egypt. In addition, the devaluation of the Egyptian pound and the lack of availability of US dollars made prices soar.

Euromonitor International's Hair Care in Egypt 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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Euromonitor International  
April 2024

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