

Hair Care in Estonia

Market Direction | 2024-04-29 | 22 pages | Euromonitor

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Report description:

In 2023, hair care in Estonia recorded double-digit retail value sales, driven by rising inflation, while volume growth was positive in all areas of hair loss treatment. Conditioners showcased strong growth in 2023, while professional hair care had a standout performance in both retail value and volume growth. This product area has a strong opportunity for growth, with growth set to continue over the forecast period as purchasing power improves.

Euromonitor International's Hair Care in Estonia 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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HAIR CARE IN ESTONIA

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Professional hair care drives retail value and volume sales in 2023

Multinationals continue to lead with widely available, well-known brands

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