

Hair Care in Georgia

Market Direction | 2024-04-29 | 20 pages | Euromonitor

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Report description:

Hair care in Georgia registered moderate constant value and volume growth in 2023. However, the offering remained basic, with standard shampoo being the most popular product and little demand for products such as serums or styling agents. Hair colourants are also popular, as Georgia women prefer to dye grey hair and many opt for a cheaper home treatment than visiting a hair salon. Though standard shampoo accounted for most volume sales, salon professional hair care registered the highest current...

Euromonitor International's Hair Care in Georgia 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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Little brand loyalty in hair care

Multinationals lead hair care, as Procter & Gamble retains its top spot?

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