

## **Hair Care in Malaysia**

Market Direction | 2024-04-29 | 27 pages | Euromonitor

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### **Report description:**

The Malaysian hair care market continued to benefit from the post-pandemic return to previous patterns and habits in 2023. The COVID-19 pandemic and the resulting lockdowns and home seclusion promoted a change in the hair care routines of many consumers. Unable or unwilling to visit hair salons there was a surge in use of products such as colourants and conditioners and treatments during 2021 with this pattern continuing into 2022 and 2023. While some consumers returned to hair salons during 202...

Euromonitor International's Hair Care in Malaysia 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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April 2024

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