

Hair Care in Pakistan

Market Direction | 2024-04-30 | 19 pages | Euromonitor

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Report description:

In 2023, a notable trend emerged among mass consumers in Pakistan towards products offered at discounted prices and lower price points. This shift in purchasing patterns reflects a growing preference for affordability and value for money, as consumers seek cost-effective options without compromising on quality. Brands that offer competitive pricing and promotional strategies are poised to gain traction in the product area, effectively catering to the evolving needs of price-conscious consumers.

Euromonitor International's Hair Care in Pakistan 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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