

Hair Care in the US

Market Direction | 2024-05-01 | 30 pages | Euromonitor

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Report description:

2022 was characterised by high inflation, which brought price increases and volume pullbacks across the US consumer goods space. Amidst this economic environment, hair care witnessed divergent performances in the US, as consumers tightened their wallets, whilst partaking in premium investments in self-care. This variance resulted in high current value growth in 2022, but a slightly negative constant value performance which unveiled conscious consumer behaviour.

Euromonitor International's Hair Care in USA 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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