

## **Hair Care in Uruguay**

Market Direction | 2024-04-30 | 23 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

2023 was the second year in a row that hair care recorded declining volume sales in Uruguay, with the category having registered falling demand during four out of the five years that comprised the review period. While sales declines earlier in the review period were due to the impact of the COVID-19 pandemic on demand for beauty and personal care generally as social distancing meant that there was less need for consumers to maintain a smart and attractive appearance on a daily basis, more recent...

Euromonitor International's Hair Care in Uruguay 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Hair Care in Uruguay  
Euromonitor International  
April 2024

List Of Contents And Tables

### HAIR CARE IN URUGUAY

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hair care experiences a significant contraction in demand as cross-border sales bite  
Garnier Fructis launches new line of vegan shampoos in response to evolving demand  
Global names L'Oreal, Procter & Gamble and Unilever dominate sales in hair care  
PROSPECTS AND OPPORTUNITIES

Dermocosmetic brands exhibit particularly strong growth potential  
The incorporation of skin care attributes in hair care products to gain further ground  
The focus on quality over quantity is set to continue defining hair care

#### CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2018-2023  
Table 2 Sales of Hair Care by Category: % Value Growth 2018-2023  
Table 3 Sales of Hair Care by Premium vs Mass: % Value 2018-2023  
Table 4 NBO Company Shares of Hair Care: % Value 2019-2023  
Table 5 LBN Brand Shares of Hair Care: % Value 2020-2023  
Table 6 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023  
Table 7 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023  
Table 8 LBN Brand Shares of Premium Hair Care: % Value 2020-2023  
Table 9 Forecast Sales of Hair Care by Category: Value 2023-2028  
Table 10 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028  
Table 11 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

### BEAUTY AND PERSONAL CARE IN URUGUAY

#### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

#### MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

APPENDIX  
DISCLAIMER  
SOURCES  
Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**  
tel. 0048 603 394 346 e-mail: support@scotts-international.com  
www.scotts-international.com

**Hair Care in Uruguay**

Market Direction | 2024-04-30 | 23 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-06"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com