

## **Hair Care in the United Kingdom**

Market Direction | 2024-05-08 | 28 pages | Euromonitor

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### **Report description:**

Hair care recorded another year of solid current value growth in 2023, but this was predominantly driven by unit price increases, as established products such as standard shampoos and 2-in-1 products contracted in volume terms. Diminishing interest in these products can be attributed to local consumers prioritising hair care positioned as improving scalp and hair health, as demonstrated by the 5% volume growth recorded by conditioners and treatments in 2023. Products formulated with ingredients...

Euromonitor International's Hair Care in United Kingdom 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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