

Hair Care in the United Arab Emirates

Market Direction | 2024-05-14 | 24 pages | Euromonitor

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Report description:

In 2023, demand for hair care in the United Arab Emirates continued to rise across the category, as local consumers maintained their hair care routines in line with greater mobility outside of the home. However, players have been trying to find innovative ways to gain the attention of younger consumers. By engaging in partnerships, hair care players can increase their own brand recognition and appeal. For example, Lush collaborated with Barbie and Super Mario in 2023, in an attempt to encourage...

Euromonitor International's Hair Care in United Arab Emirates 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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