

Hair Care in Austria

Market Direction | 2024-08-06 | 25 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Hair care in Austria posted moderate growth in current value terms throughout 2023 as high inflation resulted in further price increases. Hair care is performing well post-pandemic as consumers spend more time out of the home. Freshly washed and well-groomed hair is an essential for most Austrians. 2-in-1 products recorded the weakest performance as consumers prefer to invest in separate conditioners and treatments after shampoo. Styling products registered the best performance as consumer gave...

Euromonitor International's Hair Care in Austria 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

www.scotts-international.com

Table of Contents:

Hair Care in Austria
Euromonitor International
August 2024

List Of Contents And Tables

HAIR CARE IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care registers solid performance

Henkel extends its lead in hair care

The sustainability issue gains importance

PROSPECTS AND OPPORTUNITIES

Solid outlook for hair care

Sustainability issue will remain high on the strategic agenda

Hair styling to remain a prominent trend

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 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 6 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 7 LBN Brand Shares of Colourants: % Value 2020-2023

Table 8 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 9 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 10 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 11 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 12 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 13 Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

BEAUTY AND PERSONAL CARE IN AUSTRIA

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 14 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 20 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 23 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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 Austria

Market Direction | 2024-08-06 | 25 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
	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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-06
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com