

## **Hair Care in Austria**

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

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### **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.

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Euromonitor International  
August 2024

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