

Hair Care in Indonesia

Market Direction | 2024-04-30 | 24 pages | Euromonitor

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Report description:

Hair care in Indonesia continued to see positive retail volume and current value growth in 2023. While sales remained dominated by standard shampoo, which is considered an essential part of daily hair care routines, the end of the review period saw the emergence of a greater number of products which targeted various hair and scalp issues. For example, thinning hair, or hair loss is one of the most common problems experienced by Indonesians, followed by dandruff and dry, frizzy hair, which can be...

Euromonitor International's Hair Care in Indonesia 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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Products targeting specific hair care problems help drive sales

Impending excise tax on plastic packaging is likely to have huge impact on hair care category, especially standard shampoo

E-commerce leverages price advantages to gain traction

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Standard shampoos to drive the performance of hair care

Players will target specific hair care issues, with hair loss being a key focus

Players enhance shampoo formulas to cater to hijab users

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