

Haircare in Scandinavia

Industry Report | 2025-08-21 | 44 pages | MarketLine

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Report description:

Haircare in Scandinavia

Summary

Haircare in Scandinavia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The haircare market includes retail sales of shampoo, hair colorants, conditioner, styling agents, and others. The scope of others includes perms & relaxers, and hair loss treatments. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Scandinavian haircare market recorded revenues of \$884.5 million in 2024, representing a negative compound annual growth rate (CAGR) of 0.02% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 0.1% between 2019-24, reaching a total of 101.8 million units in 2024.
- The contraction of the Scandinavian haircare market during the review period was influenced by several factors, including product maturation, intensified price competition among key market players, and the consolidation of private-label brands by major su

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the haircare market in Scandinavia

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the haircare market in Scandinavia
- Leading company profiles reveal details of key haircare market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Scandinavia haircare market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Scandinavia haircare market by value in 2024?
- What will be the size of the Scandinavia haircare market in 2029?
- What factors are affecting the strength of competition in the Scandinavia haircare market?
- How has the market performed over the last five years?
- How large is Scandinavia's haircare market in relation to its regional counterparts?

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