

# Haircare BRIC (Brazil, Russia, India, China) Industry Guide 2014-2023

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## Abstracts

Haircare BRIC (Brazil, Russia, India, China) Industry Guide 2014-2023

### SUMMARY

The BRIC Haircare industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY QUESTIONS ANSWERED

What was the size of the BRIC haircare market by value in 2018?

What will be the size of the BRIC haircare market in 2023?

What factors are affecting the strength of competition in the BRIC haircare market?

How has the market performed over the last five years?

Who are the top competitors in the BRIC haircare market?

### SCOPE

Essential resource for top-line data and analysis covering the BRIC haircare

market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the hair care industry and had a total market value of \$23,910.4 million in 2018. India was the fastest growing country with a CAGR of 11.5% over the 2014-18 period.

Within the hair care industry, China is the leading country among the BRIC nations with market revenues of \$11,431.4 million in 2018. This was followed by Brazil, India and Russia with a value of \$7,057.1, \$3,806.5, and \$1,615.3 million, respectively.

China is expected to lead the hair care industry in the BRIC nations with a value of \$18,050.5 million in 2023, followed by Brazil, India, Russia with expected values of \$8,196.5, \$5,930.1 and \$1,993.7 million, respectively.

## REASONS TO BUY

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the BRIC haircare market

Leading company profiles reveal details of key haircare market players' BRIC operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the BRIC haircare market with five year forecasts by both value and volume

Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country

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