

# Fragrances in Hair Care in the UK

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## Abstracts

Hair care aromas are designed to enhance perceived product characteristics and to be emotionally, as well as physically, stimulating. While some brands continue to play it safe with simple classic aromas, subtle formula modifications in premium brands, in particular, are reinvigorating basic fresh and floral fragrances with an emphasis on the exotic – in much the same way as fine fragrances, and with all the themed drama that goes with it.

Euromonitor International's Fragrances in Hair Care in the UK country reports offer a comprehensive overview of the flavour and fragrance markets, giving specific consideration to the unique market conditions of each focal country. It highlights the major drivers behind flavour and fragrance supply and demand and provides detailed analysis of individual flavours and fragrances and the product categories they are used in. It also examines national prospects, highlighting opportunities and challenges for flavour and fragrance usage.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Fragrances 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

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