

Hair Care in Romania

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Abstracts

Sharp growth in demand for colorants and conditioners is driving growth for overall hair care. Conditioners is benefiting from a growing focus on hair health, while colourants are benefiting from a focus on obtaining fashionable hair colours. However, leading product area standard shampoos is showing signs of maturity. This area saw less than 2% current value growth in 2015 over the previous year.

Euromonitor International's Hair Care in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners, Hair Loss Treatments, Perms and Relaxants, Salon 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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Appealing Child-specific Designs Boost Baby and Child-specific Products

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