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Hair Care - United Kingdom

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Abstracts

Hair care products are an essential purchase for most consumers. However, the recession hindered the progress of this environment in 2009. Price promotions were key for shampoos in 2009 as, according to a survey conducted by TGI, a quarter of women wait for their favourite brands to be offered on promotion before making a purchase – something cash-strapped consumers will wait for. Meanwhile, some consumers have eliminated conditioners from their hair care routine altogether in an attempt to...

Euromonitor International's Hair Care in United Kingdom report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners, 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.

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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.

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