

Hair Care in Venezuela

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Abstracts

In 2017, the absence of international brands and traditional products such as shampoo and conditioners continued, in spite of adjustments of price ceilings during the last quarter of 2016, which resulted in a temporary increase in supply during the first quarter of 2017. Whilst price regulations made retail prices the same, regardless of positioning, features and ingredients, domestic companies came up with a fairly homogenous strategy for product branding by replacing the word “shampoo” with “p...

Euromonitor International's Hair Care in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional 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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