

# Revitalising Hair Care: Exploring Future Growth Prospects

<https://marketpublishers.com/r/R8B8DF02538EN.html>

Date: July 2014

Pages: 44

Price: US\$ 2,000.00 (Single User License)

ID: R8B8DF02538EN

## Abstracts

Hair care experienced a slight slowdown in growth in 2013, but has performed well in the last five years, thanks to increasing penetration in emerging markets and the advent of more sophisticated technologies, targeting specific hair care needs through stronger efficacy claims. This has resulted in the gradual premiumisation of hair care. Going forward, hair care is expected to see greater segmentation, looking more closely into less explored areas, but will continue to be dominated by mass prod...

Euromonitor International's Revitalising Hair Care: Exploring Future Growth Prospects global briefing offers an insight into to the size and shape of the Beauty and Personal Care market and highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The report also explores developments in the premium vs mass/masstige segments, and the evolution of novel beauty concepts.

**Product coverage:** Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Sets/Kits, Skin Care, Sun Care.

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

## Why buy this report?

Get a detailed picture of the Beauty and Personal 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.

## Contents

Revitalising Hair Care: Exploring Future Growth Prospects

Euromonitor International

July 2014

Introduction

Global Overview

Brazil Growth Prospects

New Growth Frontiers

Three Key “E”s of Innovation

Cross Category Convergence

Premiumisation in Hair Care

Conclusion

Appendix

## I would like to order

Product name: Revitalising Hair Care: Exploring Future Growth Prospects

Product link: <https://marketpublishers.com/r/R8B8DF02538EN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R8B8DF02538EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970