

Hair Product Markets in the World to 2020 - Market Size, Development, and Forecasts

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Abstracts

The expansion of the global hair product industry is forecast to reach 1.7% p.a. in the coming years. Between 2008 and 2014 the market increased with an average annual growth of 5.0%. Currently, hair shampoos account for 34.1% of the global demand while the remaining market share is divided between hair lacquers (4.2%), hair straightening and waving products (1.9%) and other hair products (59.8%).

China, Italy, Japan, Mexico and the United States represent the largest hair product markets while the strongest annual growth is forecast to occur in Czech Republic (9.4%), Nigeria (8.7%), Panama (6.3%), Morocco (5.8%) and Poland (5.5%).

The report package Hair Product Markets in the World to 2020 - Market Size, Development, and Forecasts offers the most up-to-date industry data on the actual market situation, and future outlook for hair products in the world. Along with a global hair product market report the package includes country reports from the following countries:

Argentina, Armenia, Australia, Austria, Azerbaijan, Bangladesh, Belgium, Bolivia, Bulgaria, Canada, China, Colombia, Cyprus, Czech Republic, Denmark, Ecuador, Egypt, Estonia, Ethiopia, Finland, France, Georgia, Germany, Ghana, Greece, Hungary, India, Indonesia, Iran, Ireland, Italy, Japan, Jordan, Kazakhstan, Kyrgyzstan, Latvia, Lebanon, Lithuania, Macedonia, Malawi, Malaysia, Mexico, Moldova, Mongolia, Morocco, Nepal, Netherlands, Nigeria, Norway, Oman, Pakistan, Panama, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Senegal, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sudan, Sweden, Thailand, Trinidad and Tobago, Turkey, Ukraine, United Kingdom, United States, Uruguay, Vietnam, Yemen

The research includes historic data from 2009 to 2015 and forecasts until 2020 which makes the reports an invaluable resource for industry executives, marketing, sales and product managers, consultants, analysts, and other people looking for key industry data in readily accessible documents with clearly presented tables and graphs.

The reports help answer the following questions:

What is the current size of the hair product market in the world and in different countries?

How is the hair product market divided into different product segments?

How are the overall market and different product segments growing?

How is the market predicted to develop in the future?

What is the market potential compared to other countries?

The latest industry data included in the reports:

Overall hair product market size, 2009-2020

Hair product market size by product segment, 2009-2020

Growth rates of the overall hair product market and different product segments, 2009-2020

Shares of different product segments of the overall hair product market, 2008, 2014 and 2019

Market Potential Rates of the overall hair product market and different product segments

The market data is given for the following product segments:

Hair lacquers

Hair shampoos

Hair straightening and waving products

Other hair products

Among the key reasons to purchase include the following:

Gain an outlook of the historic development, current market situation, and future outlook of the hair product market in the world to 2020

Track industry developments and identify market opportunities

Plan and develop marketing, market-entry, market expansion, and other business strategies by identifying the key market opportunities and prospects

Save time and money with the readily accessible key market data included in the reports. The data is clearly presented and can be easily incorporated into presentations and internal reports.

Contents

This industry report package includes a global hair product market report as well as country reports from the following countries:

Argentina, Armenia, Australia, Austria, Azerbaijan, Bangladesh, Belgium, Bolivia, Bulgaria, Canada, China, Colombia, Cyprus, Czech Republic, Denmark, Ecuador, Egypt, Estonia, Ethiopia, Finland, France, Georgia, Germany, Ghana, Greece, Hungary, India, Indonesia, Iran, Ireland, Italy, Japan, Jordan, Kazakhstan, Kyrgyzstan, Latvia, Lebanon, Lithuania, Macedonia, Malawi, Malaysia, Mexico, Moldova, Mongolia, Morocco, Nepal, Netherlands, Nigeria, Norway, Oman, Pakistan, Panama, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Senegal, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sudan, Sweden, Thailand, Trinidad and Tobago, Turkey, Ukraine, United Kingdom, United States, Uruguay, Vietnam, Yemen

Below you can find the table of contents for one of the reports. All the reports have a similar structure and content so that different countries can be easily compared with each other.

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Overall Market

Market by Type

Hair lacquers

Hair shampoos

Hair straightening and waving products

Other hair products

2. FORECASTS AND FUTURE OUTLOOK

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Market by Type

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Hair shampoos

Hair straightening and waving products

Other hair products

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