

LAMEA Professional Hair Care Market Analysis (2018-2024)

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Abstracts

The Latin America, Middle East and Africa Professional Hair Care Market would witness market growth of 5.7% CAGR during the forecast period (2018 – 2024).

Consumers these days are more concerned about aesthetics of the hair and scalp nourishment. Demand for hair styling, dyeing, straightening and other hair treatments is on the rise these days. Therefore, the demand for professional hair care products has witnessed significant demand; as a result driving the professional hair care market growth

Hair fashion trends and evolving consumer lifestyles contribute to the growth of the hair dyeing products. Additionally, the need to regularly colour/dye grey hair among the ageing population, drives the demand for the hair colouring products.

Based on Product Type, the Professional Hair Care Market is segmented into Hair Coloring, Shampoo, Styling Agent, Straightening and Perming Product. Based on product ingredients, the market is segmented into Regular haircare products and Natural and organic products. The distribution channel segment covers Hypermarket, Salon, E-commerce, Pharmacy, Specialty Store, and Others. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include L'Oreal Group, Henkel AG & Co., Procter & Gamble Co., Unilever Corporation, Kao Corporation, Estee Lauder Companies Inc. (Aveda Corporation), Avon Products Inc., Revlon Inc., Olaplex, and Pai Shau.

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