

Global Hair Care Products Industry 2013-2018: Trend, Profit, and Forecast Analysis, March 2013

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Abstracts

According to this report, the global hair care products industry mainly comprises the manufacturers of all hair care products such as shampoos, conditioners, hair oils, hair colorants, hair treatment products, and hair styling products. The industry revenue is forecast to reach an estimated \$82.2 billion in 2018 with a good growth during 2013-2018.

The global hair care products industry mainly comprises the manufacturers of all hair care products such as shampoos, conditioners, hair oils, hair colorants, hair treatment products, and hair styling products. The industry revenue is forecast to reach an estimated \$82.2 billion in 2018 with a good growth during 2013-2018.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the industry and presents its findings in Global Hair Care Products Industry 2013-2018: Trend, Profit, and Forecast Analysis. Europe dominated this industry with the highest market share of approximately 35% in 2012. Europe is closely followed by Asia Pacific, which has emerged as the fastest-growing region in the industry.

Lucintel's report provides an overview of the industry's challenges. Hair care products have evolved over the years and there are numerous shampoos, hair conditioners, hair colorants, hair oils, and hair styling agents available to consumers. With so many products offered in the market, manufacturers are challenged to maintain the quality of each product. Increasing cost of raw materials and packaging materials are also significant challenges for the manufacturers. All hair care product manufacturers are striving to meet the challenges and maintain profitability.

In addition to these challenges, the study highlights the growth drivers in the industry. The global economy is recovering after the recession, and the disposable income of many people in many regions around the world is increasing, which in turned has fueled the growth of consumer spending. Young people are growing more fashion conscious and more are turning to hair styling products and hair colors to express their individuality. These types of changes in consumer habits are also driving the industry. Hair care product retailers are becoming more organized in their trade. Greater attention to customer preferences and more widespread product availability are helping the market grow.

This market report is an indispensable reference guide for materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market. To make business, investment, and strategic decisions, timely, useful information is needed, which is fulfilled by this market report.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the markets potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global hair care products industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions and by segment

Global hair care products industry analysis annual trend (2007-2012) and forecast (2013-2018)

Porters Five Force analysis

New product launch and merger and acquisition activity in global hair care products industry analysis

Quarterly demand trend (Q1 2011-Q4 2012) and forecast analysis (Q1 2013-Q4 2014) for global hair care products industry analysis

Gross and net profit trends in the global hair care products industry analysis

Cost structure trend in the global as well as regional hair care products analysis

More than 48 valuable figures/charts and 12 tables are provided in this report

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