

# Australia Haircare Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

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### SUMMARY

Haircare in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The haircare market consists of retail sales of conditioner, hair colorants, hair loss treatments, perms & relaxers, salon hair care, shampoo and styling agents. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2021 exchange rates

The Australian haircare market had total revenues of \$788.0m in 2021, representing a compound annual growth rate (CAGR) of 3.6% between 2016 and 2021.

Market consumption volume increased with a CAGR of 1% between 2016 and 2021, to reach a total of 115.3 million units in 2021.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 1.7% for the five-year period 2021 - 2026, which is expected to drive

the market to a value of \$858.6m by the end of 2026.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, and leading players in the haircare market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the haircare market in Australia

Leading company profiles reveal details of key haircare market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia haircare market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Australia haircare market by value in 2021?

What will be the size of the Australia haircare market in 2026?

What factors are affecting the strength of competition in the Australia haircare market?

How has the market performed over the last five years?

How large is Australia's haircare market in relation to its regional counterparts?

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