

Brazil Haircare Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Haircare in Brazil industry profile provides top-line qualitative and quantitative summary information including: market share, 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 Brazilian haircare market had total revenues of \$4,947.0m in 2021, representing a compound annual growth rate (CAGR) of 2.1% between 2016 and 2021.

Market consumption volumes declined with a CAGR of -0.1% between 2016 and 2021, to reach a total of 1,688.2 million units in 2021.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 1.4% for the five-year period 2021 - 2026, which is expected to drive

the market to a value of \$5,312.7m by the end of 2026.

SCOPE

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

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

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 Brazil haircare market with five year forecasts by both value and volume

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Brazil's haircare market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Brazilian haircare market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2016-2021)?
- 7.4. Which companies market shares have suffered over the same period?
- 7.5. What are the most popular brands in the haircare market?

8 COMPANY PROFILES

- 8.1. L'Oreal SA
- 8.2. Unilever Plc.
- 8.3. The Procter & Gamble Co
- 8.4. KKR & Co. Inc

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Brazil haircare market value: \$ million, 2016–21
- Table 2: Brazil haircare market volume: million units, 2016–21
- Table 3: Brazil haircare market category segmentation: % share, by value, 2016–2021
- Table 4: Brazil haircare market category segmentation: \$ million, 2016-2021
- Table 5: Brazil haircare market geography segmentation: \$ million, 2021
- Table 6: Brazil haircare market distribution: % share, by value, 2021
- Table 7: Brazil haircare market value forecast: \$ million, 2021–26
- Table 8: Brazil haircare market volume forecast: million units, 2021–26
- Table 9: Brazil haircare market share: % share, by value, 2021
- Table 10: L'Oreal SA: key facts
- Table 11: L'Oreal SA: Annual Financial Ratios
- Table 12: L'Oreal SA: Key Employees
- Table 13: L'Oreal SA: Key Employees Continued
- Table 14: Unilever Plc.: key facts
- Table 15: Unilever Plc.: Annual Financial Ratios
- Table 16: Unilever Plc.: Key Employees
- Table 17: The Procter & Gamble Co: key facts
- Table 18: The Procter & Gamble Co: Annual Financial Ratios
- Table 19: The Procter & Gamble Co: Key Employees
- Table 20: The Procter & Gamble Co: Key Employees Continued
- Table 21: KKR & Co. Inc: key facts
- Table 22: KKR & Co. Inc: Annual Financial Ratios
- Table 23: KKR & Co. Inc: Key Employees
- Table 24: KKR & Co. Inc: Key Employees Continued
- Table 25: Brazil size of population (million), 2017–21
- Table 26: Brazil gdp (constant 2005 prices, \$ billion), 2017–21
- Table 27: Brazil gdp (current prices, \$ billion), 2017–21
- Table 28: Brazil inflation, 2017–21
- Table 29: Brazil consumer price index (absolute), 2017–21
- Table 30: Brazil exchange rate, 2017–21

List Of Figures

LIST OF FIGURES

- Figure 1: Brazil haircare market value: \$ million, 2016–21
- Figure 2: Brazil haircare market volume: million units, 2016–21
- Figure 3: Brazil haircare market category segmentation: \$ million, 2016-2021
- Figure 4: Brazil haircare market geography segmentation: % share, by value, 2021
- Figure 5: Brazil haircare market distribution: % share, by value, 2021
- Figure 6: Brazil haircare market value forecast: \$ million, 2021–26
- Figure 7: Brazil haircare market volume forecast: million units, 2021–26
- Figure 8: Forces driving competition in the haircare market in Brazil, 2021
- Figure 9: Drivers of buyer power in the haircare market in Brazil, 2021
- Figure 10: Drivers of supplier power in the haircare market in Brazil, 2021
- Figure 11: Factors influencing the likelihood of new entrants in the haircare market in Brazil, 2021
- Figure 12: Factors influencing the threat of substitutes in the haircare market in Brazil, 2021
- Figure 13: Drivers of degree of rivalry in the haircare market in Brazil, 2021
- Figure 14: Brazil haircare market share: % share, by value, 2021

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