

Haircare in China - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Haircare in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). 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 and 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 2020 exchange rates.

The Chinese haircare market had total revenues of \$11.6bn in 2020, representing a compound annual growth rate (CAGR) of 3.8% between 2016 and 2020.

Market consumption volume increased with a CAGR of 0.5% between 2016 and 2020, to reach a total of 2,425 million units in 2020.

The Chinese haircare market accounted for 39.1% of the total Asia-Pacific haircare market's value in 2020.

SCOPE

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

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

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 China haircare market with five year forecasts

REASONS TO BUY

What was the size of the China haircare market by value in 2020?

What will be the size of the China haircare market in 2025?

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

How has the market performed over the last five years?

What are the main segments that make up China'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 haircare market?
- 7.3. Which companies were the most successful at increasing their market share during 2016-2020?
- 7.4. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. The Procter & Gamble Co
- 8.2. Beiersdorf AG
- 8.3. Unilever Plc.
- 8.4. Henkel AG & Co. KGaA

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: China haircare market value: \$ million, 2016-20
- Table 2: China haircare market volume: million units, 2016-20
- Table 3: China haircare market category segmentation: \$ million, 2020
- Table 4: China haircare market geography segmentation: \$ million, 2020
- Table 5: China haircare market distribution: % share, by value, 2020
- Table 6: China haircare market value forecast: \$ million, 2020-25
- Table 7: China haircare market volume forecast: million units, 2020-25
- Table 8: China haircare market share: % share, by value, 2020
- Table 9: The Procter & Gamble Co: key facts
- Table 10: The Procter & Gamble Co: Annual Financial Ratios
- Table 11: The Procter & Gamble Co: Key Employees
- Table 12: The Procter & Gamble Co: Key Employees Continued
- Table 13: Beiersdorf AG: key facts
- Table 14: Beiersdorf AG: Annual Financial Ratios
- Table 15: Beiersdorf AG: Key Employees
- Table 16: Unilever Plc.: key facts
- Table 17: Unilever Plc.: Annual Financial Ratios
- Table 18: Unilever Plc.: Key Employees
- Table 19: Henkel AG & Co. KGaA: key facts
- Table 20: Henkel AG & Co. KGaA: Annual Financial Ratios
- Table 21: Henkel AG & Co. KGaA: Annual Financial Ratios (Continued)
- Table 22: Henkel AG & Co. KGaA: Key Employees
- Table 23: Henkel AG & Co. KGaA: Key Employees Continued
- Table 24: China size of population (million), 2016-20
- Table 25: China gdp (constant 2005 prices, \$ billion), 2016-20
- Table 26: China gdp (current prices, \$ billion), 2016-20
- Table 27: China inflation, 2016-20
- Table 28: China consumer price index (absolute), 2016-20
- Table 29: China exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

- Figure 1: China haircare market value: \$ million, 2016-20
- Figure 2: China haircare market volume: million units, 2016-20
- Figure 3: China haircare market category segmentation: % share, by value, 2020
- Figure 4: China haircare market geography segmentation: % share, by value, 2020
- Figure 5: China haircare market distribution: % share, by value, 2020
- Figure 6: China haircare market value forecast: \$ million, 2020-25
- Figure 7: China haircare market volume forecast: million units, 2020-25
- Figure 8: Forces driving competition in the haircare market in China, 2020
- Figure 9: Drivers of buyer power in the haircare market in China, 2020
- Figure 10: Drivers of supplier power in the haircare market in China, 2020
- Figure 11: Factors influencing the likelihood of new entrants in the haircare market in China, 2020
- Figure 12: Factors influencing the threat of substitutes in the haircare market in China, 2020
- Figure 13: Drivers of degree of rivalry in the haircare market in China, 2020
- Figure 14: China haircare market share: % share, by value, 2020

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