

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

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## Abstracts

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

### SUMMARY

Haircare in Europe 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 European haircare market had total revenues of \$17.3bn in 2020, representing a compound annual growth rate (CAGR) of 1.4% between 2016 and 2020.

Market consumption volumes declined with a compound annual rate of change (CARC) of 0.1% between 2016 and 2020, to reach a total of 3,115.8 million units in 2020.

Consumer purchasing power is declining due to socio-economic challenges,

which is also affecting the overall haircare market.

## **SCOPE**

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

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

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 Europe haircare market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Europe'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?
- 7.5. What have been the largest deals in the haircare market in recent years?

## **8 COMPANY PROFILES**

- 8.1. L'Oreal SA
- 8.2. Henkel AG & Co. KGaA
- 8.3. Unilever Plc.
- 8.4. The Procter & Gamble Co

## **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: Europe haircare market value: \$ million, 2016-20

Table 2: Europe haircare market volume: million units, 2016-20

Table 3: Europe haircare market category segmentation: % share, by value, 2016-2020

Table 4: Europe haircare market category segmentation: \$ million, 2016-2020

Table 5: Europe haircare market geography segmentation: \$ million, 2020

Table 6: Europe haircare market distribution: % share, by value, 2020

Table 7: Europe haircare market value forecast: \$ million, 2020-25

Table 8: Europe haircare market volume forecast: million units, 2020-25

Table 9: Europe haircare market share: % share, by value, 2020

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: Henkel AG & Co. KGaA: key facts

Table 15: Henkel AG & Co. KGaA: Annual Financial Ratios

Table 16: Henkel AG & Co. KGaA: Annual Financial Ratios (Continued)

Table 17: Henkel AG & Co. KGaA: Key Employees

Table 18: Henkel AG & Co. KGaA: Key Employees Continued

Table 19: Unilever Plc.: key facts

Table 20: Unilever Plc.: Annual Financial Ratios

Table 21: Unilever Plc.: Key Employees

Table 22: The Procter & Gamble Co: key facts

Table 23: The Procter & Gamble Co: Annual Financial Ratios

Table 24: The Procter & Gamble Co: Key Employees

Table 25: The Procter & Gamble Co: Key Employees Continued

Table 26: Europe size of population (million), 2016-20

Table 27: Europe gdp (constant 2005 prices, \$ billion), 2016-20

Table 28: Europe gdp (current prices, \$ billion), 2016-20

Table 29: Europe inflation, 2016-20

Table 30: Europe consumer price index (absolute), 2016-20

Table 31: Europe exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Europe haircare market value: \$ million, 2016-20

Figure 2: Europe haircare market volume: million units, 2016-20

Figure 3: Europe haircare market category segmentation: \$ million, 2016-2020

Figure 4: Europe haircare market geography segmentation: % share, by value, 2020

Figure 5: Europe haircare market distribution: % share, by value, 2020

Figure 6: Europe haircare market value forecast: \$ million, 2020-25

Figure 7: Europe haircare market volume forecast: million units, 2020-25

Figure 8: Forces driving competition in the haircare market in Europe, 2020

Figure 9: Drivers of buyer power in the haircare market in Europe, 2020

Figure 10: Drivers of supplier power in the haircare market in Europe, 2020

Figure 11: Factors influencing the likelihood of new entrants in the haircare market in Europe, 2020

Figure 12: Factors influencing the threat of substitutes in the haircare market in Europe, 2020

Figure 13: Drivers of degree of rivalry in the haircare market in Europe, 2020

Figure 14: Europe haircare market share: % share, by value, 2020

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