

# Haircare in Europe

<https://marketpublishers.com/r/H3F28A088E4EN.html>

Date: May 2020

Pages: 40

Price: US\$ 350.00 (Single User License)

ID: H3F28A088E4EN

## Abstracts

Haircare in Europe

### SUMMARY

Haircare in Europe industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). 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 shampoo, conditioner, hair colorants, hair loss treatments, perms & relaxers, styling agents and salon hair care. 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 2019 exchange rates.

The European haircare market had total revenues of \$17,875.6m in 2019, having registered a compound annual growth rate (CAGR) of 2.8% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.3% between 2015 and 2019, to reach a total of 3,266.6 million units in 2019.

Socio-economic challenges during the review period mostly affected consumer purchasing power and consequently affected the overall haircare market growth. Moreover, the market is matured in many countries in this region, which also restricts strong growth.

## 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 by both value and volume

## REASONS TO BUY

What was the size of the Europe haircare market by value in 2019?

What will be the size of the Europe haircare market in 2024?

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

How has the market performed over the last five years?

Who are the top competitors in 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 European haircare market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years (2015-2019)?
- 7.4. Which companies' market shares have suffered over the same period?
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the largest deals in the European feminine hygiene market in recent years?

## **8 COMPANY PROFILES**

- 8.1. L'Oreal SA
- 8.2. Henkel Consumer Goods of Canada Inc
- 8.3. The Procter & Gamble Co

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Europe haircare market value: \$ million, 2015-19
Table 2: Europe haircare market volume: million units, 2015-19
Table 3: Europe haircare market category segmentation: \$ million, 2019
Table 4: Europe haircare market geography segmentation: \$ million, 2019
Table 5: Europe haircare market distribution: % share, by value, 2019
Table 6: Europe haircare market value forecast: \$ million, 2019-24
Table 7: Europe haircare market volume forecast: million units, 2019-24
Table 8: Europe haircare market share: % share, by value, 2019
Table 9: L'Oreal SA: key facts
Table 10: L'Oreal SA: Annual Financial Ratios
Table 11: L'Oreal SA: Key Employees
Table 12: L'Oreal SA: Key Employees Continued
Table 13: Henkel Consumer Goods of Canada Inc: key facts
Table 14: Henkel Consumer Goods of Canada Inc: Key Employees
Table 15: The Procter & Gamble Co: key facts
Table 16: The Procter & Gamble Co: Annual Financial Ratios
Table 17: The Procter & Gamble Co: Key Employees
Table 18: The Procter & Gamble Co: Key Employees Continued
Table 19: Europe size of population (million), 2015-19
Table 20: Europe gdp (constant 2005 prices, \$ billion), 2015-19
Table 21: Europe gdp (current prices, \$ billion), 2015-19
Table 22: Europe inflation, 2015-19
Table 23: Europe consumer price index (absolute), 2015-19
Table 24: Europe exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Europe haircare market value: \$ million, 2015-19

Figure 2: Europe haircare market volume: million units, 2015-19

Figure 3: Europe haircare market category segmentation: % share, by value, 2019

Figure 4: Europe haircare market geography segmentation: % share, by value, 2019

Figure 5: Europe haircare market distribution: % share, by value, 2019

Figure 6: Europe haircare market value forecast: \$ million, 2019-24

Figure 7: Europe haircare market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the haircare market in Europe, 2019

Figure 9: Drivers of buyer power in the haircare market in Europe, 2019

Figure 10: Drivers of supplier power in the haircare market in Europe, 2019

Figure 11: Factors influencing the likelihood of new entrants in the haircare market in Europe, 2019

Figure 12: Factors influencing the threat of substitutes in the haircare market in Europe, 2019

Figure 13: Drivers of degree of rivalry in the haircare market in Europe, 2019

Figure 14: Europe haircare market share: % share, by value, 2019

## I would like to order

Product name: Haircare in Europe

Product link: <https://marketpublishers.com/r/H3F28A088E4EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H3F28A088E4EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970