

Haircare in Netherlands

<https://marketpublishers.com/r/H21BA0BA2BDEN.html>

Date: May 2020

Pages: 40

Price: US\$ 350.00 (Single User License)

ID: H21BA0BA2BDEN

Abstracts

Haircare in Netherlands

SUMMARY

Haircare in the Netherlands 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 and 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 Dutch haircare market had total revenues of \$661.6m in 2019, having registered a compound annual growth rate (CAGR) of 1.3% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.2% between 2015 and 2019, to reach a total of 127.4 million units in 2019.

The haircare market in the Netherlands is matured, which lessens the scope for 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 the Netherlands

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

8 COMPANY PROFILES

- 8.1. L'Oreal SA
- 8.2. Unilever NV
- 8.3. Henkel Consumer Goods of Canada Inc

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. About MarketLine

List Of Tables

LIST OF TABLES

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

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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