

Haircare in Russia

<https://marketpublishers.com/r/H95E974E286EN.html>

Date: May 2020

Pages: 40

Price: US\$ 350.00 (Single User License)

ID: H95E974E286EN

Abstracts

Haircare in Russia

SUMMARY

Haircare in Russia 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 Russian haircare market had total revenues of \$1,630.2m in 2019, having registered a compound annual growth rate (CAGR) of 4.2% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.7% between 2015 and 2019, to reach a total of 382.3 million units in 2019.

The pressure to look good due to the high penetration of social media is driving the market growth. Another key factor that has accounted for the growth in value is high inflation, which increased per unit prices.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Russia'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 Russian 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 Russian feminine hygiene market in recent years?

8 COMPANY PROFILES

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

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. About MarketLine

List Of Tables

LIST OF TABLES

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

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

I would like to order

Product name: Haircare in Russia

Product link: <https://marketpublishers.com/r/H95E974E286EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H95E974E286EN.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