

# Haircare in Scandinavia

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## Abstracts

Haircare in Scandinavia

### SUMMARY

Haircare in Scandinavia 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 Scandinavian haircare market had total revenues of \$1,060.6m in 2019, having registered a compound annual growth rate (CAGR) of 2.2% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.9% between 2015 and 2019, to reach a total of 118.7 million units in 2019.

The Nordic countries, Denmark, Finland, Norway and Sweden, are among the wealthiest countries in the world despite their relatively small populations. Moreover, economic recovery during the review period built consumer confidence to spend more on grooming and appearance, which ultimately

helped the 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 Scandinavia

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

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

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Scandinavia'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 Scandinavian 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 Scandinavian feminine hygiene market in recent years?

## **8 COMPANY PROFILES**

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

## **9 APPENDIX**

- 9.1. Methodology
- 9.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Scandinavia haircare market value: \$ million, 2015-19
Table 2: Scandinavia haircare market volume: million units, 2015-19
Table 3: Scandinavia haircare market category segmentation: \$ million, 2019
Table 4: Scandinavia haircare market geography segmentation: \$ million, 2019
Table 5: Scandinavia haircare market distribution: % share, by value, 2019
Table 6: Scandinavia haircare market value forecast: \$ million, 2019-24
Table 7: Scandinavia haircare market volume forecast: million units, 2019-24
Table 8: Scandinavia 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: Coty Inc.: key facts
Table 16: Coty Inc.: Annual Financial Ratios
Table 17: Coty Inc.: Key Employees

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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