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Haircare in South Africa

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Abstracts

Haircare in South Africa

SUMMARY

Haircare in South Africa 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 South African haircare market had total revenues of $523.6m in 2019, having registered a compound annual growth rate (CAGR) of 6.1% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.4% between 2015 and 2019, to reach a total of 127 million units in 2019.

Despite being largely based in the informal economy, the South African personal care segment has become attractive and that has drawn the attention of global cosmetics giants such as L'Or?al, Unilever and PandG.

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SCOPE

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

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

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 South Africa haircare market with five year forecasts by both value and volume

REASONS TO BUY

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

What will be the size of the South Africa haircare market in 2024?

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

How has the market performed over the last five years?

Who are the top competitiors in South Africa's haircare market?

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