

# Haircare - Market Summary, Competitive Analysis and Forecast, 2016-2025 (Global Almanac)

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## Abstracts

Haircare - Market @Summary, Competitive Analysis and Forecast, 2016-2025 (Global Almanac)

### SUMMARY

Global Haircare industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). 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 conditioner, hair colorants, hair loss treatments, perms and relaxers, salon hair care, shampoo and styling agents. 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 2020 exchange rates.

The global haircare market had total revenues of \$75.1bn in 2020, representing a compound annual growth rate (CAGR) of 2.9% between 2016 and 2020.

Market consumption volume increased with a CAGR of 1.5% between 2016 and 2020, to reach a total of 16 billion liters in 2020.

Disposable income, rapid urbanization and the increasing middle class have driven demand for haircare products in developing countries, particularly in

China and India.

## **SCOPE**

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

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

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

## **REASONS TO BUY**

What was the size of the global haircare market by value in 2020?

What will be the size of the global haircare market in 2025?

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

How has the market performed over the last five years?

Who are the top competitors in the global haircare market?

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