

Haircare in Russia



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INTRODUCTION

Haircare in Russia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2010-14, and forecast to 2019). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

HIGHLIGHTS

- The haircare market consists of the retail sales of conditioners, hair colorants, perms & relaxers, shampoo, and styling agents.
- Decreased demand for premium products, with increased demand for middle-market and mass-market products can be observed in Russia.
- While younger consumers focus more on innovative products containing proteins, amino-acids, minerals or UV protection, older shoppers are attracted by natural, herbal products.
- Despite Russian manufacturers posing a serious competition to their Western counterparts in terms of shampoos, the proportion of imported and domestic products in the Russian market is still in favor of foreign producers.

FEATURES

- 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
- Macroeconomic indicators provide insight into general trends within the Russia economy

KEY QUESTIONS ANSWERED

- What was the size of the Russia haircare market by value in 2014?
- What will be the size of the Russia haircare market in 2019?
- 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?

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