

# Italy Haircare Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### Summary

Haircare in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). 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 & 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 2022 exchange rates

The Italian Haircare market had total revenues of \$1,551.4 million in 2022, representing a compound annual growth rate (CAGR) of 2.1% between 2017 and 2022.

Market consumption volume increased with a CAGR of 0.4% between 2017 and 2022, to reach a total of 263.4 million units in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 3.7% for the five-year period 2022 %li%2027, which

is expected to drive the market to a value of \$1,856.5 million by the end of 2027.

## Scope

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

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

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 Italy haircare market with five year forecasts

## Reasons to Buy

What was the size of the Italy haircare market by value in 2022?

What will be the size of the Italy haircare market in 2027?

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

How has the market performed over the last five years?

What are the main segments that make up Italy's haircare market?

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