

Hair Care Products Market in Austria 2021

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Abstracts

Hair care products are those that help to control the properties and behavior of the hair so that it can be maintained in a controlled and desirable manner. According to StrategyHelix, the hair care products market in Austria is set to grow at a healthy compound annual growth rate (CAGR) of 2.7% in the next five years. Continuously rising personnel disposable income levels, increasing adoption of a modern approach to grooming practices, increasing cases of hair loss among men, coupled with the rising prevalence of scalp disorders and hair loss are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for hair care products. The Austria hair care products market is segmented on the basis of price range, product, and distribution channel. Based on price range, the hair care products market in Austria is categorized into prestige product, mass product. The mass product segment captured the largest share of the market in 2020. On the basis of product, the hair care products market in Austria has been segmented into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. The shampoos segment held the largest share of the Austria hair care products market in 2020 and is anticipated to hold its share during the forecast period. By distribution channel, the hair care products market in Austria has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. According to the research, the traditional conditioners segment had the largest share in the hair care products market in Austria. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. StrategyHelix research indicates that the hairsprays segment occupied the largest share of this market in 2020 and is expected to draw the highest demand in

coming years. The shampoos market is further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. In Austria, the standard shampoos segment made up the largest share of the hair care products market.

The hair care products market is dominated by key players, which are Henkel AG & Co. KGaA, L'Oreal S.A., The Procter & Gamble Company, Beiersdorf AG, Wella AG.

Report Scope

Price range: prestige product, mass product

Product: shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Austria hair care products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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The Procter & Gamble Company
Beiersdorf AG

Wella AG
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