

# Hair Care Products Market in Belarus 2021

<https://marketpublishers.com/r/H93152702D20EN.html>

Date: January 2022

Pages: 14

Price: US\$ 550.00 (Single User License)

ID: H93152702D20EN

## 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. The hair care products market in Belarus is poised to grow at a CAGR of around 8% over the analysis period of 2021 to 2027. 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 Belarus hair care products market is segmented on the basis of price range, product, and distribution channel. On the basis of price range, the hair care products market in Belarus has been segmented into prestige product, mass product. The mass product segment held the largest revenue share in 2020. By product, the hair care products market in Belarus has been segmented into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. Among these, the shampoos segment was accounted for the highest revenue generator in 2020. Based on distribution channel, the hair care products market in Belarus is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. In Belarus, the traditional conditioners segment made up the largest share of the hair care products market. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. The hairsprays segment was the largest contributor to the Belarus hair care products market in 2020. The shampoos market is further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. The standard shampoos segment is estimated to account for the largest share of the hair care products market in Belarus.

Some of the leading companies operating in the market are L'Oreal S.A., Henkel AG & Co. KGaA, The Procter & Gamble Company, BELITA-VITEKS SPB OOO., Unilever PLC, 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 Belarus hair care products market

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

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. HAIR CARE PRODUCTS MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRICE RANGE**

Prestige product  
Mass product

### **PART 4. MARKET BREAKDOWN BY PRODUCT**

Shampoos  
Hair colorants  
Conditioners  
Perms and relaxants  
Styling products  
Hair loss treatments  
Salon hair care

### **PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 6. KEY COMPANIES**

L'Oreal S.A.  
Henkel AG & Co. KGaA  
The Procter & Gamble Company  
BELITA-VITEKS SPB, OOO.

Unilever PLC  
Wella AG  
About StrategyHelix  
Disclaimer

## I would like to order

Product name: Hair Care Products Market in Belarus 2021

Product link: <https://marketpublishers.com/r/H93152702D20EN.html>

Price: US\$ 550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H93152702D20EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970