

Hair Care Products Market in Bosnia and Herzegovina 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. The hair care products market in Bosnia and Herzegovina is expected to increase at a CAGR of 4.2% till 2027, according to data and analytics company StrategyHelix. 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 Bosnia and Herzegovina hair care products market is segmented on the basis of price range, product, and distribution channel. By price range, the hair care products market in Bosnia and Herzegovina has been segmented into prestige product, mass product. In 2020, the mass product segment made up the largest share of revenue generated by the hair care products market. Based upon product, the hair care products market in Bosnia and Herzegovina is categorized into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. The shampoos segment was the largest contributor to the Bosnia and Herzegovina hair care products market in 2020. On the basis of distribution channel, the hair care products market in Bosnia and Herzegovina has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. Among these, the traditional conditioners segment was accounted for the highest revenue generator in 2020. Furthermore, the styling products market has been

categorized into hairsprays, hair mousses, hair gels, and others. The hairsprays segment captured the largest share of the market in 2020 and is expected to maintain its dominance during the forecast period. The shampoos market is further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. According to the research, the standard shampoos segment had the largest share in the hair care products market in Bosnia and Herzegovina.

The prominent players operating in the Bosnia and Herzegovina hair care products market include L'Oreal S.A., Henkel AG & Co. KGaA, Beiersdorf AG, Ilirija d.d., The Procter & Gamble Company, 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 Bosnia and Herzegovina 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
Beiersdorf AG
Ilirija d.d.

The Procter & Gamble Company
Wella AG
About StrategyHelix
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