

# Hair Care Products Market in Colombia 2021

https://marketpublishers.com/r/H19CF8408DA3EN.html

Date: January 2022

Pages: 16

Price: US\$ 550.00 (Single User License)

ID: H19CF8408DA3EN

## **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 Colombia is poised to grow by US\$ 306 million from 2021 to 2027, registering a CAGR of 7.4% during the forecast period, according to 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 Colombia 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 Colombia has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Colombia hair care products market in 2020. Based upon product, the hair care products market in Colombia is categorized into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. According to the research, the shampoos segment had the largest share in the hair care products market in Colombia. On the basis of distribution channel, the hair care products market in Colombia has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. The traditional conditioners segment is estimated to account for the largest share of the hair care products market in Colombia. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. The hairsprays segment held the largest share of the Colombia hair care products market in 2020 and is anticipated to hold its share during the forecast period. The shampoos



market is further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. In 2020, the standard shampoos segment made up the largest share of revenue generated by the hair care products market.

The Colombia hair care products market is highly competitive. The key players in the hair care products market include Unilever PLC, Henkel AG & Co. KGaA, L'Oreal S.A., Natura & Co, The Procter & Gamble Company, Laboratorios Recamier Ltda., 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 Colombia 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**

Unilever PLC
Henkel AG & Co. KGaA
L'Oreal S.A.
Natura & Co



The Procter & Gamble Company Laboratorios Recamier Ltda. Wella AG About StrategyHelix Disclaimer



### I would like to order

Product name: Hair Care Products Market in Colombia 2021

Product link: <a href="https://marketpublishers.com/r/H19CF8408DA3EN.html">https://marketpublishers.com/r/H19CF8408DA3EN.html</a>

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

# **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/H19CF8408DA3EN.html">https://marketpublishers.com/r/H19CF8408DA3EN.html</a>

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
	Custumer signature

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

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