

# Hair Care Products Market in Ethiopia 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 a report by StrategyHelix, the hair care products market in Ethiopia is set to grow at a healthy compound annual growth rate (CAGR) of 10.5% 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 Ethiopia 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 Ethiopia has been segmented into prestige product, mass product. Among these, the mass product segment was accounted for the highest revenue generator in 2020. By product, the hair care products market in Ethiopia has been segmented into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. The shampoos segment is estimated to account for the largest share of the hair care products market in Ethiopia. Based on distribution channel, the hair care products market in Ethiopia is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. The traditional conditioners segment captured the largest share of the market in 2020 and is expected to maintain its dominance during the forecast period. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. According to the research, the hairsprays segment had the largest share in the hair care products market in Ethiopia. The shampoos market is

further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. StrategyHelix research indicates that the standard shampoos segment occupied the largest share of this market in 2020 and is expected to draw the highest demand in coming years.

The hair care products market is dominated by key players, which are Evyap Sabun Yag Gliserin Sanayi Ve Ticaret AS, The Procter & Gamble Company, Dabur India Limited.

#### 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 Ethiopia 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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Evyap Sabun Yag Gliserin Sanayi Ve Ticaret AS  
The Procter & Gamble Company  
Dabur India Limited  
About StrategyHelix

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