

Hair Care Products Market in Georgia 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 Georgia is expected to increase at a CAGR of 6.1% till 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 Georgia 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 Georgia has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the hair care products market in Georgia. By product, the hair care products market in Georgia 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 revenue share in 2020. Based on distribution channel, the hair care products market in Georgia 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 held the largest share of the Georgia hair care products market in 2020 and is anticipated to hold its share during the forecast period. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. In 2020, the hairsprays segment made up the largest share of revenue generated by the hair care products market. The shampoos market is further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. Among these, the standard shampoos segment was accounted

for the highest revenue generator in 2020.

The competitive landscape of the industry has also been examined along with the profiles of the key players L'Oreal S.A., The Procter & Gamble Company, Unilever PLC, Henkel AG & Co. KGaA, Gruppo Sodalis Srl, 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 Georgia 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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Gruppo Sodalis Srl
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