

# Hair Care Products Market in Ghana 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 Ghana is poised to grow at a CAGR of around 8.7% over the analysis period of 2021 to 2027, 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 Ghana 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 Ghana has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Ghana hair care products market in 2020. Based upon product, the hair care products market in Ghana 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 Ghana. On the basis of distribution channel, the hair care products market in Ghana 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 Ghana. 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 Ghana 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.

Some of the leading companies operating in the market are L'Oreal S.A., Nouvelle Parfumerie Gandour, Le Groupe SIVOP, Ghandour Cosmetics Ltd.

#### 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 Ghana 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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Nouvelle Parfumerie Gandour  
Le Groupe SIVOP  
Ghandour Cosmetics Ltd.

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