

# Hair Care Products Market in Italy 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 Italy is poised to grow by US\$ 104 million during 2021-2027, progressing at a CAGR of 1% during the forecast period, 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 Italy 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 Italy has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Italy hair care products market in 2020. Based upon product, the hair care products market in Italy 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 Italy. On the basis of distribution channel, the hair care products market in Italy 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 Italy. 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 Italy 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 leading players in the hair care products market include L'Oreal S.A., The Procter & Gamble Company, Henkel AG & Co. KGaA, Unilever PLC.

#### 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 Italy 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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Mass product

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The Procter & Gamble Company  
Henkel AG & Co. KGaA  
Unilever PLC

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