

Hair Care Products Market in Portugal 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 Portugal is poised to grow at a CAGR of around 3.1% 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 Portugal 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 Portugal has been segmented into prestige product, mass product. According to the research, the mass product segment had the largest share in the hair care products market in Portugal. Based upon product, the hair care products market in Portugal is categorized into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. In 2020, the shampoos segment made up the largest share of revenue generated by the hair care products market. On the basis of distribution channel, the hair care products market in Portugal has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. StrategyHelix research indicates that the traditional conditioners segment occupied the largest share of this market in 2020 and is expected to draw the highest demand in coming years. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. In Portugal, the hairsprays segment made up the largest share of the hair care products market. The

shampoos market is further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. The standard shampoos segment was the largest contributor to the Portugal hair care products market in 2020.

Some of the leading companies operating in the market are L'Oreal S.A., The Procter & Gamble Company, Unilever PLC, Henkel AG & Co. KGaA, 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 Portugal 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

L'Oreal S.A.
The Procter & Gamble Company
Unilever PLC
Henkel AG & Co. KGaA

Wella AG
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