

# Hair Care Products Market in Sweden 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 Sweden is set to increase by US\$ 109 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 3.3% during the forecast period. 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 Sweden 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 Sweden has been segmented into prestige product, mass product. The mass product segment held the largest revenue share in 2020. By product, the hair care products market in Sweden has been segmented into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. Among these, the shampoos segment was accounted for the highest revenue generator in 2020. Based on distribution channel, the hair care products market in Sweden is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. In Sweden, the traditional conditioners segment made up the largest share of the hair care products market. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. The hairsprays segment was the largest contributor to the Sweden hair care products market in 2020. The shampoos market is further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. The standard shampoos segment is estimated to

account for the largest share of the hair care products market in Sweden.

The key players in the hair care products market include L'Oreal S.A., Henkel AG & Co. KGaA, Maria Nila AB, Unilever PLC, Wella AG, The Procter & Gamble Company.

#### 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 Sweden 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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Unilever PLC

Wella AG  
The Procter & Gamble Company  
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