

# **Austria: Shampoos Market and the Impact of COVID-19 in the Medium Term**

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## **Abstracts**

This report presents a comprehensive overview of the shampoos market in Austria and a forecast for its development in the next five years, taking into account the impact of COVID-19 on it. It provides a detailed analysis of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the shampoos market in Austria, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the medium term, taking into account the impact of COVID-19 on it. In addition, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the shampoos market in Austria includes:

Analysis and forecast for the economy of Austria;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market structure (by origin, by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis of the factors, influencing the development of the market (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Forecast for development of the market in the medium term, taking into account the impact of COVID-19 on it (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future, taking into account the impact of COVID-19 on it (in the next 5 years);

Get acquainted with the leading companies on the market (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.);

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the shampoos market in Austria, this research report will provide you with invaluable analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

(The contents are just preliminary - contact us for a demo version, including the full Table of contents)

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF SHAMPOOS**

### **4. CHARACTERISTICS OF RAW MATERIALS**

### **5. STATE OF THE ECONOMY OF AUSTRIA**

- 5.1. Characteristics of the economy of Austria in the last 5 years
- 5.2. Forecast for the development of the economy of Austria for the next 3 years

### **6. OVERVIEW AND ANALYSIS OF THE SHAMPOOS MARKET IN AUSTRIA**

- 6.1. Volume, value and dynamics of the shampoos market in Austria in the last 5 years
- 6.2. Structure of the shampoos market in Austria in the last 5 years: production, imports, exports, consumption
- 6.3. Structure of the shampoos market in Austria by origin
- 6.4. Key recent trends on the shampoos market in Austria
- 6.5. Competitive landscape of the market
- 6.6. Key drivers and restraints for the market development in the medium term
- 6.7. Forecast for development of the shampoos market in Austria for the next 5 years

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF SHAMPOOS IN AUSTRIA**

- 7.1. Business tendencies in the industrial production in Austria in the last 5 years
- 7.2. Volume, value and dynamics of the domestic production of shampoos in Austria in the last 5 years
- 7.3. Share of Austria in the European production of shampoos

#### 7.4. Characteristics of the main producers of shampoos in Austria

### **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF SHAMPOOS IN AUSTRIA**

#### 8.1. Value chain analysis

#### 8.2. Structure of price formation

#### 8.3. Characteristics of the producer prices of shampoos in Austria in the last 5 years

#### 8.4. Characteristics of other prices of shampoos

### **9. FOREIGN TRADE OPERATIONS OF SHAMPOOS IN AUSTRIA**

#### 9.1. General foreign trade operations of Austria

#### 9.2. Foreign trade operations of shampoos in Austria in the last 5 years

### **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF SHAMPOOS TO THE AUSTRIAN MARKET**

#### 10.1. Volume, value and dynamics of the imports of shampoos to Austria in the last 5 years

#### 10.2. Main countries, importing shampoos to Austria

#### 10.3. Structure of the imports of shampoos by types of products

#### 10.4. Share of Austria in the European imports of shampoos

#### 10.5. Domestic companies, main importers of shampoos to the Austrian market

### **11. OVERVIEW AND ANALYSIS OF THE AUSTRIAN EXPORTS OF SHAMPOOS**

#### 11.1. Volume, value and dynamics of the Austrian exports of shampoos in the last 5 years

#### 11.2. Recipient countries of the Austrian exports of shampoos

#### 11.3. Structure of the Austrian exports of shampoos by types of products

#### 11.4. Share of Austria in the European exports of shampoos

#### 11.5. Domestic companies, main exporters of shampoos from the territory of Austria

### **12. CHARACTERISTICS OF THE CONSUMPTION OF SHAMPOOS IN AUSTRIA**

#### 12.1. Volume, value and dynamics of the consumption of shampoos in Austria in the last 5 years

#### 12.2. Structure of the consumption of shampoos in Austria in the last 5 years (by origin,

by channel, etc.)

12.3. Volume, value and dynamics of the per capita consumption of shampoos in Austria in the last 5 years

12.4. Balance between supply and demand on the shampoos market in Austria in the last 5 years and forecast for the next 5 years

### **13. FORECAST FOR DEVELOPMENT OF THE SHAMPOOS MARKET IN AUSTRIA FOR THE NEXT 5 YEARS**

13.1. Factors, influencing the development of the shampoos market in Austria in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

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## List Of Tables

### LIST OF TABLES

Key indicators on the shampoos market in Austria in the last 5 years

Key indicators of the economy of Austria in the last 5 years

Forecast for the economy of Austria for the next 3 years

Volume and dynamics of the shampoos market in Austria in the last 5 years

Value and dynamics of the shampoos market in Austria in the last 5 years

Structure of the shampoos market in Austria in the last 5 years, in physical terms

Structure of the shampoos market in Austria in the last 5 years, in value terms

Structure of the shampoos market in Austria by origin in the last 5 years, in physical terms

Structure of the shampoos market in Austria by origin in the last 5 years, in value terms

Key business tendencies in the industrial production in Austria in the last 5 years

Volume and dynamics of the domestic production of shampoos in Austria in the last 5 years

Value and dynamics of the domestic production of shampoos in Austria in the last 5 years

Value chain analysis of the shampoos market in Austria

Cost breakdown of the price formation of shampoos in Austria, in %

Volume and dynamics of the average producer prices of shampoos in Austria in the last 5 years

Volume and dynamics of other prices of shampoos in Austria (wholesale, distributor, retail, etc.) in the last 5 years

Foreign trade turnover by main commodities, in physical and value terms

Foreign trade operations by main partner countries, in value terms

Trade balance of shampoos foreign trade in Austria in the last 5 years, in physical terms

Trade balance of shampoos foreign trade in Austria in the last 5 years, in value terms

Volume and dynamics of the imports of shampoos to Austria in the last 5 years

Value and dynamics of the imports of shampoos to Austria in the last 5 years

Main countries, importing shampoos to Austria in the last 5 years, in physical terms

Main countries, importing shampoos to Austria in the last 5 years, in value terms

Structure of the imports of shampoos by types of shampoos in the last 5 years, in physical terms

Structure of the imports of shampoos by types of shampoos in the last 5 years, in value terms

Volume and dynamics of the Austrian exports of shampoos in the last 5 years

Value and dynamics of the Austrian exports of shampoos in the last 5 years

Recipient countries of the Austrian exports of shampoos in the last 5 years, in physical terms

Recipient countries of the Austrian exports of shampoos in the last 5 years, in value terms

Structure of the Austrian exports of shampoos by types of shampoos in the last 5 years, in physical terms

Structure of the Austrian exports of shampoos by types of shampoos in the last 5 years, in value terms

Volume and dynamics of the consumption of shampoos in Austria in the last 5 years

Value and dynamics of the consumption of shampoos in Austria in the last 5 years

Structure of the consumption of shampoos in Austria in the last 5 years, in physical terms

Structure of the consumption of shampoos in Austria in the last 5 years, in value terms

Volume and dynamics of the per capita consumption of shampoos in Austria in the last 5 years

Value and dynamics of the per capita consumption of shampoos in Austria in the last 5 years

Balance between supply and demand on the shampoos market in Austria in the last 5 years and forecast for the next 5 years, in physical terms

Balance between supply and demand on the shampoos market in Austria in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of shampoos in Austria for the next 5 years (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of shampoos in Austria for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of shampoos in Austria for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

Information, presented in figures

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Volume and dynamics of the shampoos market in Austria in the last 5 years

Value and dynamics of the shampoos market in Austria in the last 5 years

Structure of the shampoos market in Austria in the last 5 years, in physical terms

Structure of the shampoos market in Austria in the last 5 years, in value terms

Structure of the shampoos market in Austria by origin in physical terms in the last 5 years



Structure of the shampoos market in Austria by origin in value terms in the last 5 years

Volume and dynamics of the domestic production of shampoos in Austria in the last 5 years

Value and dynamics of the domestic production of shampoos in Austria in the last 5 years

Value chain analysis of the shampoos market in Austria

Structure of the shampoos price formation in Austria, in %

Deviation of the average producer prices of shampoos in Austria in the last 5 years

Structure of the foreign trade turnover by main commodities, in physical and value terms

Structure of the foreign trade operations by main partner countries, in value terms

Trade balance of shampoos foreign trade in Austria in the last 5 years, in physical terms

Trade balance of shampoos foreign trade in Austria in the last 5 years, in value terms

Volume and dynamics of the imports of shampoos to Austria in the last 5 years

Value and dynamics of the imports of shampoos to Austria in the last 5 years

Main countries, importing shampoos to Austria in the last 5 years, in physical terms

Main countries, importing shampoos to Austria in the last 5 years, in value terms

Volume and dynamics of the imports of shampoos by types of shampoos in the last 5 years

Value and dynamics of the imports of shampoos by types of shampoos in the last 5 years

Volume and dynamics of the Austrian exports of shampoos in the last 5 years

Value and dynamics of the Austrian exports of shampoos in the last 5 years

Recipient countries of the Austrian exports of shampoos in the last 5 years, in physical terms

Recipient countries of the Austrian exports of shampoos in the last 5 years, in value terms

Structure of the Austrian exports of shampoos by types of shampoos in the last 5 years, in physical terms

Structure of the Austrian exports of shampoos by types of shampoos in the last 5 years, in value terms

Volume and dynamics of the consumption of shampoos in Austria in the last 5 years

Value and dynamics of the consumption of shampoos in Austria in the last 5 years

Volume and dynamics of the per capita consumption of shampoos in Austria in the last 5 years

Value and dynamics of the per capita consumption of shampoos in Austria in the last 5 years

Balance between supply and demand on the shampoos market in Austria in the last 5 years and forecast for the next 5 years, in physical terms

Balance between supply and demand on the shampoos market in Austria in the last 5 years

years and forecast for the next 5 years, in value terms

Forecast for the total supply of shampoos in Austria for the next 5 years (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of shampoos in Austria for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of shampoos in Austria for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

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