Hair Care Market in GCC 2015-2019

Description:
About Hair Care
Leading vendors have begun offering hair care products with multiple benefits. In the GCC, demand for hair care products is a reflection of changing economic and social conditions. Also, climatic conditions and cultural dynamics encourage individuals in this region to spend on hair care products. Increase in disposable income and availability of a plethora of products have made consumers more conscious about beauty and personal care. In addition, consumers are focusing on the efficacy and quality of products, which provides immense opportunities for growth to international companies that manufacture superior-quality products.

The analysts forecast the hair care market in GCC to grow at a CAGR of 5.81% over the period 2014-2019.

Covered in this Report
This report covers the present scenario and the growth prospects of the hair care market in GCC for the period 2015-2019. To calculate the market size, the report considers the revenue generated from hair care products across various regions in the GCC.

The report, Hair Care Market in GCC, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the GCC; it also covers the hair care market landscape in the GCC and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Countries
- Saudi Arabia
- UAE

Key Vendors
- L’Oreal
- Marico
- Procter & Gamble (P&G)
- Unilever

Other Prominent Vendors
- Avon
- Estee Lauder
- Godrej
- Henkel
- Neutrogena
- Revlon

Market Driver
- Decreasing Differentiation between Mass and Premium Brands
- For a full, detailed list, view our report

Market Challenge
- Increase in Availability of Counterfeit Products
- For a full, detailed list, view our report

Market Trend
- Increase in Spending Power
- For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
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