Europe Hair Care Market - By Products, Distribution Channels, Countries and Vendors - Market Trends and Forecasts (2015 - 2020)

Description:
A number of innovations that flood hair/skin care markets across the world originate from labs set up in countries in the EU, especially for old, well-known global brands. Added to this is a population which is immensely image conscious and a market ripe for beauty and personal care businesses. Today's customers are more focused on grooming and personal style, with hair being an integral part of it. From straight to curly, long to short, blond to black, whatever the style is, people want their hair to look healthy, shiny and beautiful.

Hair care market in Europe accounts for XX.XX% of the global market. Aging population, pollution and consumer awareness are some of the factors driving the demand for hair care products. Projected CAGR for Europe hair care market is XX.XX%.

In past few years, due to rapid urbanization, beauty concern among both women and men has risen tremendously, which has provided significant boost to cosmetics industry, especially the hair care market. Today lustrous and well-groomed hair acts as a key to youth appearance and these factors strongly affect the purchasing decisions of consumers. The will to look more youthful, sharp and presentable has repercussions on success in workplace and more.

This ever present demand is the key factor behind the increased spending on R&D made by all players in the hair care sector in Europe. This has led to breakthrough technologies very regularly, leading to new product ranges being released periodically.

Hair care is typically a product segment developed to protect hair from pollution, dryness, dandruff and to stimulate its overall health and growth. It also accommodates for styling appliances and products, both at home and in salon. The hair care market consists of various brands with different hair care functionalities (but not limited to cleaning, conditioning and hair styling). Few products available in hair care market are colorants, hair spray, conditioners, styling gel, hair oil and shampoos.

Due to increasing hair related problems among consumers, introduction of product innovations by many market players to meet the challenges of changing consumer taste and preference helps them to expand their presence across the cosmetics market.

Another trend emerging across the globe, as well as European market is that of increased awareness due to the easy access to ICT, blogs about personal care, as well as chemical and natural ingredients. Herbal care and DIY (using natural ingredients available/acquired easily at home) are a part of the trend being perpetuated by the beauty blogs in both the skin and hair care markets. In response, a number of product innovations include DIY kits, very commonly inclusive of natural ingredients, or “active ingredients”.

Distribution channels include direct selling, strongest in the cases of Avon and Oriflame, while other dominant players are increasingly using marketing campaigns using viral social media tactics. Emerging class in this sector is e-commerce for the purchase of hair care products. Some of the players that are playing important role in hair care markets mentioned in the report are L'Oreal Group, Procter & Gamble, Unilever, Henkel, Shiseido, Johnson & Johnson, Estee Lauder, Yves Rocher, Combe Inc., Natura, Conair Corporation and Neutrogena.

Drivers
- Increasing focus towards grooming and personal appearance
- Aging population
- Increased promotional activities
- Hair care segmentation.

Challenges
- High cost of niche products
- New medical technologies for hair enhancement.
This Report Offers:

Market analysis for the European hair care market, with country specific assessments. Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a regional scale. Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares. Identification and analysis of the macro and micro factors that affect the European hair care market on regional scale. A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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