

Hair Care in Estonia

April 2024

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Hair Care in Estonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Professional hair care drives retail value and volume sales in 2023 Multinationals continue to lead with widely available, well-known brands Limited presence of local brands on the hair care landscape

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The recovery of purchasing power drives growth over the forecast period Global players lead, however, opportunity exists for private label Demand for professional products as consumers seek the salon experience at home

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