

# Hair Care in the Philippines

April 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Salon professional products help add value to a mature category

Return to busy, social lifestyles boost demand for colourants, while conditioners and treatments see stagnant performance, despite new entrants

Multinationals maintain dominance, but local brands attract considerable interest, with social media playing an important role

### PROSPECTS AND OPPORTUNITIES

Premiumisation could help deliver value growth as hair care suffers from maturity

Toning shampoos and styling agents have room to grow thanks to new and developing trends

Scalp serums with a medical positioning will gain significant traction among consumers

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