

Hair Care in Romania

May 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Products that meet consumers' specific needs perform well
Demand for natural, bio, and repair hair care products increases
Salon professional hair care sees exceptional growth as consumers look for efficacy

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Despite challenges for some categories, hair care expected to maintain growth
Multinationals expected to remain dominant by adding value
Growth expected to continue for retail e-commerce

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DISCLAIMER

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