



Hair Care in Germany

June 2023

Table of Contents

Hair Care in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hair care continues to see healthy growth in Germany in 2022
Smaller players increase the fragmentation in hair care in Germany
E-commerce maintains strong growth

PROSPECTS AND OPPORTUNITIES

Growing demand for organic and natural hair care products
Prices of hair care products expected to rise in the forecast period
Customisation and hair skinification will be growing trends

CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2017-2022
Table 2 - Sales of Hair Care by Category: % Value Growth 2017-2022
Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2017-2022
Table 4 - NBO Company Shares of Hair Care: % Value 2018-2022
Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022
Table 6 - LBN Brand Shares of Hair Care: % Value 2019-2022
Table 7 - LBN Brand Shares of Colourants: % Value 2019-2022
Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022
Table 9 - LBN Brand Shares of Styling Agents: % Value 2019-2022
Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2019-2022
Table 11 - Forecast Sales of Hair Care by Category: Value 2022-2027
Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2022-2027
Table 13 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

Beauty and Personal Care in Germany - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 14 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hair-care-in-germany/report.