

# Hair Care in Estonia

April 2024

Table of Contents

## 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

#### PROSPECTS AND OPPORTUNITIES

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

#### CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2018-2023  
Table 2 - Sales of Hair Care by Category: % Value Growth 2018-2023  
Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023  
Table 4 - NBO Company Shares of Hair Care: % Value 2019-2023  
Table 5 - LBN Brand Shares of Hair Care: % Value 2020-2023  
Table 6 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023  
Table 7 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023  
Table 8 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023  
Table 9 - Forecast Sales of Hair Care by Category: Value 2023-2028  
Table 10 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028  
Table 11 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

## Beauty and Personal Care in Estonia - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

#### MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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