



Hair Care in Spain

April 2024

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Hair Care in Spain - Category analysis

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2023 DEVELOPMENTS

Economic uncertainties inspire “home salon” trends

Innovative products catch consumers’ attention

L’Oréal maintains company lead thanks to ongoing Garnier innovations, while private label Deliplus steals small share

PROSPECTS AND OPPORTUNITIES

Ongoing economic uncertainty will help to support sales through extending the “home salon” trend

Growing focus on ingredients and formulations expected over the forecast period

Greater focus on personalisation expected – notably for younger consumers

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