

# Hair Care in Portugal

April 2024

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## Hair Care in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Moderate retail volume growth as standard shampoo struggles

Growth for less mature products, including medicated shampoo and hair loss treatments

L'Oréal retains its lead, while Pantene by Procter & Gamble remains the top brand

#### PROSPECTS AND OPPORTUNITIES

Hair care continues to suffer from the maturity of standard shampoos

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