



Hair Care in the Philippines

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Hair Care in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Salon professional products help add value to a mature category

Return to busy, social lifestyles boost demand for colourants, while conditioners and treatments see stagnant performance, despite new entrants

Multinationals maintain dominance, but local brands attract considerable interest, with social media playing an important role

PROSPECTS AND OPPORTUNITIES

Premiumisation could help deliver value growth as hair care suffers from maturity

Toning shampoos and styling agents have room to grow thanks to new and developing trends

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