

# Hair Care in Argentina

April 2024

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## Hair Care in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Promotions, deals and discounts drive retail volume growth for hair care  
Players focus on sustainability and natural ingredients to add value to products  
Wider distributions drives sales of salon professional hair care in 2023

#### PROSPECTS AND OPPORTUNITIES

Declining sales across the early forecast period as price sensitivity rises  
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