

# Hair Care in Australia

May 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Growing embrace of skinification boosts value growth for mass hair care  
Improved distribution is driving the growth of salon professional hair care  
Hairsience supports expansion of premium offering

### PROSPECTS AND OPPORTUNITIES

Greater focus likely on addressing pre-existing hair issues  
Hair care is anticipated to undergo further exploration of sustainable ingredients and packaging  
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