



Hair Care in Asia Pacific

May 2022

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REGIONAL OVERVIEW

Asia Pacific accounts for a third of global hair care sales

After 2020's slight decline in sales, 2021 sees a stronger performance

Indonesia sees strong hair care growth during the pandemic

Salon professional hair care sales rebound in India in 2021

Shampoos and conditioners/treatments dominate new sales in 2016-2021

Dry and solid shampoo among the new trends being seen in Asia Pacific hair care

Modern grocery retailers lead hair care distribution in Asia Pacific

E-commerce the biggest distribution channel in China

LEADING COMPANIES AND BRANDS

Hair care has concentrated national competitive landscapes in Asia Pacific

Kao continues to lose share at a regional level

China and Japan the main revenue generators for the top 10 players

L'Oréal Paris continues to move up the rankings

FORECAST PROJECTIONS

Positive growth expected throughout the 2021-2026 period...

...with standard shampoo adding the most actual new sales

FORECAST PROJECTIONS

Strong growth expected in Indonesia over 2021-2026

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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