

# Hair Care in Indonesia

April 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Products targeting specific hair care problems help drive sales

Impending excise tax on plastic packaging is likely to have huge impact on hair care category, especially standard shampoo

E-commerce leverages price advantages to gain traction

### PROSPECTS AND OPPORTUNITIES

Standard shampoos to drive the performance of hair care

Players will target specific hair care issues, with hair loss being a key focus

Players enhance shampoo formulas to cater to hijab users

### CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2018-2023

Table 2 - Sales of Hair Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 4 - NBO Company Shares of Hair Care: % Value 2019-2023

Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 6 - LBN Brand Shares of Hair Care: % Value 2020-2023

Table 7 - LBN Brand Shares of Colourants: % Value 2020-2023

Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 9 - LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 11 - Forecast Sales of Hair Care by Category: Value 2023-2028

Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 13 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

## Beauty and Personal Care in Indonesia - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

### MARKET DATA

Table 14 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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