

Hair Care in the Czech Republic

April 2024

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Hair Care in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Skinification trend penetrating the hair care category Major retailer in hair care acquires competitor Salon professional hair care continues healthy value growth, but volumes see further decline

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Hair care set to see further retail value growth, but volume likely to remain under pressure Styling agents forecast to see positive performance The competitive landscape unlikely to see dramatic changes

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