

Hair Care in Italy

May 2023

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2022 DEVELOPMENTS

Hair care sustained by Italian consumers' more active social lives

Growing demand for high-performance products benefits salon professional hair care, while "skinification" increasingly influences new hair care launches

L'Oréal remains the largest player, though Procter & Gamble's Pantene is still the leading brand

PROSPECTS AND OPPORTUNITIES

Hair care set to see moderate growth rates due in part to competition from professional hair colouring services at salons

Standard shampoos and conditioners and treatments set to remain flat due to maturity

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