

# Hair Care in Argentina

April 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Promotions, deals and discounts drive retail volume growth for hair care  
Players focus on sustainability and natural ingredients to add value to products  
Wider distributions drives sales of salon professional hair care in 2023

### PROSPECTS AND OPPORTUNITIES

Declining sales across the early forecast period as price sensitivity rises  
Procter & Gamble continues to lose share in hair care across the forecast period  
Affordable brands gain ground as consumers look to save costs

### 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 Argentina - 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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