

Hair Care in Australia

May 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing embrace of skinification boosts value growth for mass hair care
Improved distribution is driving the growth of salon professional hair care
Hairstcience supports expansion of premium offering

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Greater focus likely on addressing pre-existing hair issues
Hair care is anticipated to undergo further exploration of sustainable ingredients and packaging
Development of omnichannel strategies is set to fuel sustainable growth

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DISCLAIMER

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