

# Hair Care in France

May 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Salon professional hair care drives sales

“Clean beauty” competition high in mass brands, while premium brands specialise in added value

Multiplication of launches strongly supports the category, attesting to its good health

### PROSPECTS AND OPPORTUNITIES

Intensification of “skinification” in hair care

The boundaries between hair care sales channels are blurring

Traceability is at the heart of the eco-responsible approach

### CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2017-2022

Table 2 - Sales of Hair Care by Category: % Value Growth 2017-2022

Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 4 - NBO Company Shares of Hair Care: % Value 2018-2022

Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 6 - LBN Brand Shares of Hair Care: % Value 2019-2022

Table 7 - LBN Brand Shares of Colourants: % Value 2019-2022

Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 9 - LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 11 - Forecast Sales of Hair Care by Category: Value 2022-2027

Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 13 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

## Beauty and Personal Care in France - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 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 2017-2022

Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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### SOURCES

Summary 1 - Research Sources

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