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# Hair Care in the Czech Republic

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Retail value slows down and volume remains flat
- Henkel and L'Oréal maintain their lead places
- E-commerce continues to grow its share in hair care

PROSPECTS AND OPPORTUNITIES

- Conditioners and treatments will develop further in line with the skinification trend
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- Online shopping set to see further growth, supported by social media platforms

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Beauty and Personal Care in the Czech Republic - Industry Overview

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DISCLAIMER

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