



Euromonitor  
International

# Hair Care in Italy

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed results for hair care with big wins for shampoos and styling agents  
L'Oréal retains the lead but private label ramps up the competition  
Health and personal care stores lead distribution but discounters gain share with strong value proposition

PROSPECTS AND OPPORTUNITIES

Healthy and sustainable products expected to see significant gains  
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Beauty and Personal Care in Italy - Industry Overview

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DISCLAIMER

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