



Euromonitor
International

Hair Care in Canada

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Value growth in hair care is driven by natural, organic and skin care ingredients
Multination players improve their leads, offering quality and affordable hair care
Pharmacies improve its share as retailers increase their hair care portfolios

PROSPECTS AND OPPORTUNITIES

Positive value growth is set to be driven by skin care ingredients and higher-quality products
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Scalp care and treatments are expected to be the focus of hair care innovations

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DISCLAIMER

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