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# Hair Care in the United Arab Emirates

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growing interest in scalp health
- Procter & Gamble retains lead, but sees further share decline
- Hypermarkets and supermarkets have key role, while e-commerce grows strongly

PROSPECTS AND OPPORTUNITIES

- Looking for products tailored to local needs
- Blurring the lines between health and hair care
- Women's participation in paid workforce presenting opportunities for hair care brands

CATEGORY DATA

- Table 1 - Sales of Hair Care by Category: Value 2019-2024
- Table 2 - Sales of Hair Care by Category: % Value Growth 2019-2024
- Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Hair Care: % Value 2020-2024
- Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024
- Table 6 - LBN Brand Shares of Hair Care: % Value 2021-2024
- Table 7 - LBN Brand Shares of Colourants: % Value 2021-2024
- Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
- Table 9 - LBN Brand Shares of Styling Agents: % Value 2021-2024
- Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024
- Table 11 - Forecast Sales of Hair Care by Category: Value 2024-2029
- Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029
- Table 13 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Beauty and Personal Care in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

- Beauty and personal care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for beauty and personal care?

MARKET DATA

- Table 14 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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