



Euromonitor  
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# Hair Care in Indonesia

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Products targeting specific hair care problems help drive sales

Impending excise tax on plastic packaging is likely to have huge impact on hair care category, especially standard shampoo

E-commerce leverages price advantages to gain traction

### PROSPECTS AND OPPORTUNITIES

Standard shampoos to drive the performance of hair care

Players will target specific hair care issues, with hair loss being a key focus

Players enhance shampoo formulas to cater to hijab users

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