



Euromonitor
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Hair Care in North Macedonia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Scalp health becomes a key driver of sales as salon professional hair care supports growth
L'Oréal Groupe retains its lead while Dr Kurt Wolff records a strong performance with medicated shampoos
Beauty specialists lead sales, offering a wide variety and competitive price points

PROSPECTS AND OPPORTUNITIES

Value growth is set to be supported by ongoing premiumisation and salon professional hair care
Retail e-commerce will support the emergence of new brands and increase competition
Innovation is set to focus on hair and scalp wellness, with stronger use of plant-based ingredients

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Beauty and Personal Care in North Macedonia - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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