



# Hair Care in Latin America

August 2022

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Key findings

## REGIONAL OVERVIEW

Weak performances in Latin American hair care

After the historic period's declines, positive growth is expected from 2022

The regions' three biggest markets all post negative CAGRs in 2016-2021

Perms and relaxants and styling agents suffer in the pandemic

Colourants record the greatest actual losses over the 2016-2021 period

Pandemic and inflation impacting the market in the latter part of the 2016-2021 period

Grocery retailers continue to dominate hair care sales in Latin America

E-commerce sees strong growth but still has a limited presence in hair care

## LEADING COMPANIES AND BRANDS

Concentrated competitive landscapes at a national level

Unilever, L'Oréal and Procter & Gamble still clear of the field

Brazil and Mexico the main revenue generators for the leading players

Natura moving up the rankings

## FORECAST PROJECTIONS

Positive value growth expected for hair care over the forecast period

Increasing development of natural products and ingredients expected

Rising GDP will be an important driver of regional growth

## COUNTRY SNAPSHOTS

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Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

Brazil: Market Context

Brazil: Competitive and Retail Landscape

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