

# Hair Care in Italy

May 2024

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## Hair Care in Italy - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Price hikes boost value growth in 2023 but negatively impact volume sales

New product launches target growing skinification trend

L'Oréal remains the biggest company in hair care but Pantene remains the leading brand thanks to strong investment in new product development

#### PROSPECTS AND OPPORTUNITIES

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Styling agents and colourants likely to struggle for growth

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