

# Hair Care in Taiwan

April 2024

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# Hair Care in Taiwan - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Skin care ingredients and fragrance is increasingly found in hair care products Plant-sourced and natural claims increasingly drive the purchasing decision The need for colourants increases as consumers socialise more often

## PROSPECTS AND OPPORTUNITIES

Consumers are willing to pay more for better efficacy within hair care

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