



# Hair Care in India

July 2024

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## Hair Care in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Salon professional hair care maintains the fastest growth in 2023

Innovation in colourants attracts younger consumers to the category

Hair care brands extend their portfolios to cater to India's diverse hair textures and needs

#### PROSPECTS AND OPPORTUNITIES

Clean formulations in hair care will continue to be important for ingredient-conscious consumers

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