



Hair Care in the Czech Republic

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Consumers Balance Cautious Spending with Demand for Performance and Value

Hair Loss Treatments Lead Growth Amidst Consumer Preference for Targeted Hair Care

Chart 2 - Targeted Hair Care Drives Growth

Brands Leverage Digital Education and Clean Formulations to Drive Targeted Hair Care

Chart 3 - Natural/Clean Formulations In Hair Care Play Important Role

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Ageing Consumers to Drive Demand for Targeted Treatments with Sustained Premium Growth

Consumers to Prioritise Value and Efficacy over Price to Expand Hair Care Routines

Digital Education and Omnichannel Strategies to Fuel Premium and Treatment-Led Sales

Chart 7 - Digital Education And Influencer-Led Expertise Drive Hair Care Growth

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Lead Concentrated Market Amid Rising Niche Competition

L'Oréal Increases Competitiveness through Acquisition

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Retail Offline Leads Sales While E-Commerce Accelerates Fast Growth

Leading Online Platforms Drive Premium Sales Amid Evolving E-Commerce

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Hair Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Hair Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Consumers Balance Price Sensitivity with Selective Premiumisation

Digitalisation Drives Strong Performance in Skin Care and Colour Cosmetics

Chart 21 - AI-Driven Personalisation Redefines Beauty Discovery And E-commerce In The Czech Republic

Chart 22 - Czech Consumers Seek Daily Beauty Products Aligned To Their Lifestyle

Brands Leverage Premiumisation and Clean Formulations to Capture Lifestyle-Focused Consumers

Chart 23 - Natural Beauty Gains Ground As Consumers Prioritise Transparency And Plant-Based Products

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Czech Consumers to Balance Price Sensitivity with Selective Premium Spending

Chart 27 - Analyst Insight for Beauty and Personal Care

Skin Care to Lead Value and Drive Growth

Brands to Embrace Clean Beauty and AI Personalisation to Meet Evolving Consumer Expectations

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Consolidate Position Amid Emerging Challengers Reshaping Market Dynamics

Strategic Acquisitions Catalyse Growth Opportunities for Diverse Market Players

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead through Expansion and Strong Portfolios

Innovative Retail Concepts Drive Premium and Omnichannel Experiences

Notino and Digital Tools Propel Online Shopping Expansion

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hair-care-in-the-czech-republic/report.