



Euromonitor
International

Hair Care in Cambodia

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Premiumisation and Digital Engagement Shape Spending among Urban Consumers
Salon Professional Hair Care Leads Value Growth through Biotechnology Innovation
Local Biotech Brand Klen Drives Anti-Dandruff Premiumisation with Digital Social Commerce
Chart 1 - Value Sales 2020-2030
Chart 2 - Volume Sales 2020-2030
Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Consumer Spending and Digital Influence Drive Sustained Growth
Salon Professional Hair Care Expands Rapidly as Consumers Seek Trusted Innovation
Consumers' Focus on Scalp Health and Safety Reshapes Product and Marketing Strategies
Chart 4 - Forecast Value Sales 2020-2030
Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Leverage Innovation and Distribution to Sustain Lead
Digital Strategies and Skinification Trend Create Growth Opportunities for Emerging Brands
Chart 6 - Company Shares 2025
Chart 7 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintains Its Lead, While Social Commerce Rapidly Expands
Retail E-Commerce Gains Traction as Consumers Prioritise Convenience and Authenticity
Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Hair Care
Chart 10 - Real Gdp Growth 2020-2030
Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Hair Care
Chart 13 - Population 2020-2030
Chart 14 - Consumer Expenditure 2020-2030
Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Consumers' Shift to Quality and Digital Trust Shapes Steady Revenue Growth

Chart 17 - Digital Transparency as Qr-Verified Authenticity Campaigns Win Consumer Trust

Oral Care Leads Value, Led by Urban Consumer Trust and Broad Usage

K-Beauty and J-Beauty Drive Sun Care Innovation, Boosting Market Dynamism

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Social Commerce to Reshape Consumer Engagement and Spending Behaviours

Oral Care to Sustain Value Lead, While Colour Cosmetics Leads Rapid Expansion

Consumer Demand for Natural, Personalised, and Premium Offerings Drives Innovation

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinationals Consolidate Market Share by Capturing Consumer Trust and Innovation

Chart 23 - Analyst Insight for Beauty and Personal Care

Digital Engagement and Product Innovation Drive Growth Amid Stable Competition

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Distribution as Hypermarkets Lead Growth

Influencer-Led Community Brands and Clean Beauty Drive Experiential Retail Evolution

Retail E-Commerce Accelerates Growth, Driven by Social Commerce and Digital Trust

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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-cambodia/report.