



UAE E-COMMERCE CATEGORY SNAPSHOT HAIRCARE

Market changes within the haircare subcategory, Mar 23 - Apr 19, 2020
vs Feb 24 - Mar 22, 2020










Data & insights by PiWheel, Powered by Stackline.

CATEGORY SALES **+13.50%**

Market Share: Retail Sales by Brand

1 Kerastase 9.76% Previous month: 2 5.51% ▲	2 L'Oreal 6.16% Previous month: 1 6.15% ▲	3 Shea Moisture 4.98% Previous month: 3 4.32% ▲	4 Olaplex 3.44% Previous month: 4 3.23% ▲
5 Redken 2.18% Previous month: 5 2.17% ▲	6 Rausch 2.05% Previous month: 10 1.21% ▲	7 Kevin Murphy 1.96% Previous month: 9 1.23% ▲	8 OGX 1.74% Previous month: 6 1.48% ▲
9 Cantu 1.67% Previous month: 7 1.45% ▲	10 Schwarzkopf 1.38% Previous month: 8 1.33% ▲		

Best selling products

1  Olaplex Hair Perfector	2  Rausch Original Hair Tincture	3  Hairburst Shampoo and Conditioner
4  Keratin Research Complex Brazilian Keratin Blowout Straightening Smoothing hair treatment	5  Olaplex Shampoo and Conditioner for All Hair	6  Keratin Research Complex Brazilian Keratin Blowout treatment
7  Soulflower Onion Hair Oil	8  Viviscal Supplement. Man maximum strength hair nourishment system - 3 month supply	 PiWheel Powered by Stackline www.piwheel.com

KEY

1 ¹ NAME ² XX.X% ³	⁴ Previous month: ⁵ XX.X% ⁶ ▲	<p>1. March market share position 2. Brand Name 3. March market share % 4. February market share position 5. February market share % 6. Month on Month market share % indicator. Green arrow = Increase in. Red arrow = Decrease. Black line = No change. NEW = New brand</p>
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