



eyva

Future of Hair Care **in 2024**

Embracing the Scalp Serum Revolution of 2024!

In the realm of hair care, 2024 is witnessing a remarkable surge in the popularity of scalp serums. Tailored to nourish and repair the scalp, these serums have become the transformative key to achieving vibrant, healthy hair. A scalp serum can make all the difference, rescuing hair from the clutches of limpness and lackluster appearance. Their multifaceted benefits include promoting hair growth, replenishing essential moisture, and minimizing excess oil production that often leads to lank, greasy hair. Beyond these essentials, scalp serums excel at soothing tension induced by the rigors of heat and pollution. In essence, these serums are not just a beauty trend; they are a holistic rejuvenation for the scalp and hair, working their magic from root to tip.

scalp serum

Possible predicted yoy growth could
variate between **+39%** to **+73%**



Nature's Elixir: The Unveiling Trend of Natural Ingredients Dominating Hair Care in 2024!

The shift towards botanical extracts, organic oils, and plant-based formulations is not merely a fleeting fascination but a conscious choice for those seeking a harmonious balance between effective hair care and environmental responsibility. Natural ingredients such as aloe vera, argan oil, and coconut oil are emerging as stalwarts in the industry, celebrated for their nourishing properties. These ingredients, rich in vitamins, minerals, and antioxidants, work synergistically to promote healthier hair, combat dryness, and enhance overall vitality. As consumers increasingly prioritize sustainability and wellness, the trend of embracing natural ingredients in hair care signifies a profound shift towards conscious beauty choices, where the fusion of nature and science becomes the cornerstone of a holistic and nourishing hair care routine.



aloe vera

Possible predicted yoy growth could vary between **+8%** to **+14%**

argan oil

Possible predicted yoy growth could vary between **+8%** to **+16%**

coconut oil

Possible predicted yoy growth could vary between **+11%** to **+21%**

Unveiling the Green Revolution of 2024 through Innovative and Sustainable Packaging Solutions Across the Cosmetic Spectrum!

The ever-evolving trend of packaging innovation takes center stage in 2024. This revolution extends beyond mere aesthetics, delving into the realm of sustainability and environmental consciousness. While eco-friendly packaging serves as a visible commitment to consumers, the true magic unfolds behind the scenes. The upcoming year promises a significant surge in the adoption of cutting-edge, sustainable packaging solutions, not confined to hair care but spanning the entire beauty product spectrum. From ingenious materials to minimalist designs, the focus is on reducing the environmental impact of beauty products. The industry is at the forefront of an exciting era, where innovation meets responsibility, shaping a future where beauty not only enhances but also respects the world we live in. Exciting times indeed!



Embracing the Hair Gloss Revolution

As consumers increasingly prioritize the well-being of their locks, the spotlight is on shine-enhancing products taking the beauty industry by storm. In this era of hair care evolution, brands are unleashing a wave of innovative launches designed to deliver softer, more lustrous hair. From in-shower glosses and humidity-blocking protectors to shine-enhancing stylers and cutting-edge hot tools that minimize damage, 2024 is all about embracing a holistic approach to hair health and achieving that coveted radiant shine.

hair gloss

Possible predicted yoy growth could
variate between +6% to +12%



THANK YOU FOR THE ATTENTION!