

Salon Hair Care 2010 Global Series: Comprehensive Interactive Database Service

13th Edition, now including coverage of Australia

Available 2nd Quarter 2011

Base Year: 2010

Regional Coverage

Asia

Australia

Europe

Latin America

United States

A comprehensive interactive database that captures manufacturers' sales of professional hair care products. The data helps users answer such questions as:

- What is the size of the salon hair care market?
- What is its growth potential?
- What are the leading regional markets and product categories globally?
- Who are the leading marketers of salon hair care products and what is their market share?
- What are the regional salon service trends?
- What are the opportunities for salon hair care marketers?

Program Scope

Kline's *Salon Hair Care 2010 Global Series: Comprehensive Interactive Database Service* is a supplemental data-only offering to our ongoing *Salon Hair Care* report series. It is a database-only service, featuring manufacturer sales data for the professional hair care market in major geographic regions across the globe. The service enables searches and analysis using multiple criteria to capture data broken down by country, product category, company, and brand.

This service is global in scope and is organized according to the following major geographic regions:

- Asia: China, Japan, South Korea, and India
- Australia
- Europe: France, Germany, Italy, Spain, United Kingdom, and Russia
- Latin America: Brazil and Mexico
- United States

The service includes a World Overview presentation-style report to provide a global summary of the salon hair care market in terms of sales, competition, regional differences, key trends and developments, and opportunities.

New to the service this edition is coverage of Australia. Because this is the first year that Australia is included in our analysis of the salon hair care market, coverage includes both access to online data as well as a bonus written report focusing on market size and segmentation, product categories and trends, key changes, challenges, and business opportunities, and competitive forces.

This program focuses specifically on consumable hair care products sold for back-bar (professional) and take-home (consumer) purposes. In addition to salons, the service covers all channels where salon hair care brands are sold.

Data is included for 2006 through 2010, with forecasts to 2015.

Key Benefits

This service provides subscribers with an accurate picture of the size and segmentation of the professional hair care market in key geographic regions. It enables subscribers to exploit business opportunities by understanding consumer needs, competitive forces, forecasts, and future trends.

Specifically, information from this service can be used as an aid in:

- Acquisition screening
- Competitive intelligence
- Industry/category/brand assessments
- New business development
- Strategic planning

This service is available through a Web-based format for easy access anywhere throughout the world. Subscribers will have unlimited online access to the comprehensive database.

Subscribers are encouraged to interact directly with Kline's research team and to arrange for management consultation, executive summary presentations, training for your staff, or additional data or insights.

Database Contents

- Total industry size and growth
- Sales by region and country for the countries listed in Table 1
- Data for each of the categories listed in Table 2
- Breakdowns for 2006 through 2010 by:
 - Region
 - Country
 - Category
 - Company
 - Brand
 - Segment (back-bar vs. take-home)
- Forecast sales to 2015

Database Features

- User-friendliness in a simple yet sophisticated system
- Data presented by:
 - Manufacturers' sales
 - Market share
 - Growth rates
- Flexible search options
- Export capabilities
- Ability to easily refine and modify search

Table 1

Countries Covered in the Database

Asia-Pacific

- Australia
- China
- India
- Japan
- South Korea

Europe

- France
- Germany
- Italy
- Russia
- Spain
- United Kingdom

Latin America

- Brazil
- Mexico

North America

- United States

Table 2

Product Categories Covered in the Database

- Conditioners
- Hair coloring products
- Hair straightening and perming products
- Hair styling products and sprays
- Shampoos

User Interface of the Database

Salon Hair Care 2009
Global Series

Kline

HOME REPORTS MY KLINE CORPORATE WEBSITE CONTACT US HELP LOGOUT

Quick Search:

Advanced Search:

Select Region:
Choose all appropriate...

- Select All
- Asia
- Europe
- Latin America
- United States
- All other

Select Category:
Choose all appropriate...

- Select All
- Conditioners
- Hair coloring products
- Hair straightening and perming
- Hair styling products and sprays
- Shampoos

Select Company: [optional]
Choose all appropriate...

- Aba Cosméticos
- AD Cosmetics
- Alcantara Cosmetics
- Alfaparf
- Amos Professional
- Arimino
- Avec Professional
- BEAVER
- BEC Natural
- Bewell
- Piacom/Kochhar Beauty Product

Press 'CTRL' for multiple selection.

Select Brand: [optional]
Choose all appropriate...

Master Brand Brand

- Abba
- Alcantara Cosmetics
- Alcina
- Alfaparf Milano
- American Crew
- Amos
- Anethus

Press 'CTRL' for multiple selection.

Select Currency:
Please choose one...

United States Dollar

Current Constant

Tentative Contents for Bonus Written Reports

World Overview

This presentation-style report will include:

- Global review of the market
- Market drivers and trends
- Key lessons learned
- Top-line summaries of key findings for each region and category
- Top-line summaries of the key competitors
- Global five-year forecast (2010 to 2015)

Australia

1. INTRODUCTION

2. INDUSTRY OVERVIEW

- Industry structure and segments
- Salon services and statistics
- Total industry size and growth
- Competitive landscape
- Product trends
- Distribution channels
- Marketing activities
- Outlook to 2015

3. PRODUCT CATEGORIES

The following information will be provided for each category shown in Table 2:

- Total sales and growth (base year 2010)
- Key trends
- Sales by segment (back-bar vs. retail)
- Sales by company/brand
- Marketing activities
- New product activity
- Outlook to 2015

Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

During the course of field research, Kline's professional staff of industry experts will conduct in-depth discussions and personal interviews with a wide range of knowledgeable industry participants and opinion leaders, including manufacturers and marketers, distributors, suppliers, key retailers, salons, public relations executives, and other direct influencers on brand and supplier purchase decisions.

This approach has proven to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities. Primary research will comprise the bulk of the overall research methodology for this program.

In addition, this analysis will be supplemented by secondary research drawn from marketers' product literature and price lists, financial reports, salon store checks, a search of recent trade and professional publications, Internet sources, and statistical data from government, industry, and trade associations and agencies.

Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for 50 years.

Kline's research and consulting services extend across the entire personal care industry value chain. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

For more information about this study or Kline's other services, e-mail us at sales@klinegroup.com, visit our website at www.KlineGroup.com, or contact us at any of our regional offices listed below.

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Recently published or in-progress research for the Consumer Products industry includes:

- Cosmetics & Toiletries
- Professional Skin Care Global Series
- Beauty Retailing
- Home Fragrances
- Natural Personal Care Global
- Consumer Insights of Personal Care Innovations