

Salon Hair Care 2011 Global Series: Market Analysis and Opportunities

14th Edition

**Data To Be Published 1st Quarter 2012;
Reports To Be Published 2nd and 3rd Quarters 2012
Base Year: 2011**

Regional Coverage

Asia

Australia

Europe

Latin America

Middle East

United States

A comprehensive analysis of the global professional hair care market, focusing on market size and growth, key changes, challenges, and business opportunities, and addressing such questions as:

- What is the size and growth of the salon hair care market?
- What are the category drivers and trends?
- What are the leading regional markets and product categories globally?
- Who are the leading marketers of salon hair care products, and what are their market shares?
- What are the opportunities for salon hair care marketers?

Now with coverage of Argentina, Indonesia, Malaysia, Singapore, Thailand, Turkey, United Arab Emirates, and Vietnam.

Salon Hair Care 2011 Global Series: Market Analysis and Opportunities

Program Scope

Salon Hair Care 2011 Global Series: Market Analysis and Opportunities provides an accurate and independent appraisal of market size and segmentation, key categories and trends, business opportunities, and competitive forces in the global professional hair care market.

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

- Asia: China, India, Indonesia, Japan, Malaysia, Singapore, South Korea, Thailand, and Vietnam
- Europe: France, Germany, Italy, Russia, Spain, Turkey, and the United Kingdom
- Latin America: Argentina, Brazil, and Mexico
- United States
- Rest of World: Australia, United Arab Emirates

The service has two key deliverables: an interactive online database and written reports. The database features manufacturers' 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 extract data broken down by country, product category, company, and brand.

Written reports are published for select countries each year. The 2011 edition offers written analyses for many emerging markets, such as China, Indonesia, and Brazil.

The program also 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.

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

Data included is for 2006 through 2011, with forecasts to 2016.

Key Benefits

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

Specifically, this study can be used as an aid in:

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

This report is available through a Web-based format for easy access anywhere throughout the world. Subscribers have unlimited access to the report contents via a sophisticated but easy-to-use database.

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

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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 2011 by:
 - Region
 - Country
 - Category
 - Company
 - Master brand/brand
 - Segment (back-bar vs. take-home)
- Forecast sales to 2016

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

- China
- India
- Indonesia **NEW!**
- Japan
- Malaysia **NEW!**
- Singapore **NEW!**
- South Korea
- Thailand **NEW!**
- Vietnam **NEW!**
- All other –Asia

Europe

- France
- Germany
- Italy
- Russia
- Spain
- Turkey **NEW!**
- United Kingdom
- All other – Europe

Latin America

- Argentina **NEW!**
- Brazil
- Mexico
- All other - Latin America

North America

- United States

Rest of World

- Australia
- United Arab Emirates **NEW!**
- All other – Rest of World

Table 2: Product Categories Covered

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

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Contents of Written Report

World Overview

1. INTRODUCTION

2. EXECUTIVE SUMMARY

This presentation-style chapter includes:

- 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
- Review of the natural segment
- Global five-year forecast (2011 to 2016)

3. COMPANY PROFILES

The global leaders and many regional players are profiled. Approximately 25 companies will be profiled in all. A representative list is shown in Table 3. The following information is provided for each company profiled:

- Company overview
- Sales by country
- Sales by product category
- Sales by segment (back-bar vs. retail)
- Product offerings
- Marketing activities
- Outlook to 2016

Country Reports

1. INTRODUCTION

2. EXECUTIVE SUMMARY

This section provides an overview of the key industry statistics and trends, including:

- Industry structure and segments
- Salon services and statistics
- Total industry size and growth
- Competitive landscape
- Product trends
- Distribution channels
- Marketing activities
- Outlook to 2016

3. PRODUCT CATEGORIES

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

- Total sales and growth
- Key trends
- Sales by segment (back-bar vs. retail)
- Sales by product type (where applicable)
- Sales by company/brand
- Marketing activities
- New product activity
- Outlook to 2016

4. COMPANY PROFILES (United States report only)

Profiles for approximately 10 leaders and 15 minor players in the United States will be provided. Profiles will focus on the companies' businesses in the U.S.

Table 3: List of Companies Profiled

■ Alfaparf	■ L'Oréal
■ Amos Professional	■ Milbon
■ Arimino	■ Moltobene
■ Colomer	■ Nakano
■ Cosmética Cosbar	■ Nicca Chemical
■ Estée Lauder	■ Procter & Gamble
■ Eugène Perma	■ Sexy Hair Concepts
■ Farouk Systems	■ Shiseido
■ Henkel	■ Somang Cosmetics Systems
■ Hypermarcas	■ Takara Belmont
■ John Paul Mitchell Systems	■ Unic cosmetic
■ Kao	■ Unilever
■ Keune Haircosmetics	

NOTE: List is tentative and subject to change based on charter subscriber input.

Table 4: Countries That Have Written Reports in the 2011 Edition

Asia-Pacific	Latin America
■ China	■ Argentina NEW!
■ India	■ Brazil
■ Indonesia NEW!	■ Mexico
■ Malaysia NEW!	
■ Singapore NEW!	North America
■ Thailand NEW!	■ United States
■ Vietnam NEW!	
Europe	Rest of World
■ Russia	■ United Arab Emirates NEW!
■ Turkey NEW!	

NOTE: List of countries with written analysis changes from edition to edition. The 2011 edition focuses on emerging markets. The 2012 edition will focus on developed markets.

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User Interface of the Database

Salon Hair Care 2010
Global Series
eKline

[HOME](#) | [MY KLINE](#) | [CORPORATE WEBSITE](#) | [CONTACT US](#) | [LOGOUT](#)

Quick Search:

Advanced Search:

Select Region:
Choose all appropriate...

 Select All
 Asia-Pacific
 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
 Alcántara Cosmética
 Alfaparf
 Amos Professional
 Arimino
 Aster Biyou
 Avec Professional
 BEAVER
 BEC Natural
 Bewell
Diapers, Kosher, Dental, Products
 Press 'CTRL' for multiple selection.

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

Master Brand
 Brand
 Abba
 Agadir
 Alcántara Cosmética
 Alcina
 Alfaparf Milano
 American Crew
 Amos

Press 'CTRL' for multiple selection.

Select Currency:
Please choose one...

United States Dollar

Current
 Constant

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Quick Search:

Result: Manufacturers' Sales (In United States Dollar Millions) [Current Search Criteria](#) [Refine your Search](#) [Start Over](#) [Other currencies](#) [export](#) [print](#)

Data View: Sales

Details by: All Region Country Category Company MasterBrand Brand Segment Product Type

Grand Total for Selected Criteria							2006	2007	2008	2009	2010
Region	Country	Category	Company	MasterBrand	Brand	Segment	2006	2007	2008	2009	2010
Europe	France	Hair coloring products	L'Oréal	L'Oréal Professionnel	L'Oréal Professionnel	Back-bar					
Europe	Germany	Hair coloring products	Procter & Gamble	Wella	Wella	Back-bar					
North America	United States	Hair coloring products	L'Oréal	Redken	Redken	Back-bar					
North America	United States	Hair coloring products	L'Oréal	Matrix	Matrix	Back-bar					
North America	United States	Hair coloring products	Procter & Gamble	Clairol	Clairol	Back-bar					
Europe	Italy	Hair coloring products	L'Oréal	L'Oréal Professionnel	L'Oréal Professionnel	Back-bar					
Europe	United Kingdom	Hair coloring products	L'Oréal	L'Oréal Professionnel	L'Oréal Professionnel	Back-bar					
Europe	Spain	Hair coloring products	L'Oréal	L'Oréal Professionnel	L'Oréal Professionnel	Back-bar					
Europe	United Kingdom	Hair coloring products	Procter & Gamble	Wella	Wella	Back-bar					
North America	United States	Hair coloring products	Kao	Goldwell	Goldwell	Back-bar					

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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 over 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.

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

- Cosmetics & Toiletries
- Beauty Retailing
- Salon Hair Care
- Natural Personal Care
- Male Grooming
- Personal Care: Competitor Cost Structures
- Physician Dispensed Skin Care Panel
- Professional Nail Care
- Professional Skin Care
- Salon Panel Quarterly Service

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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