



SALON HAIR CARE GLOBAL SERIES:

MARKET ANALYSIS AND OPPORTUNITIES

A comprehensive analysis of the global professional hair care market, this report focuses on the market size and growth, key challenges, and business opportunities. Key data and insights include analysis of categories, product types, and channels. This program also features advanced forecasting.

Scope



This report covers consumable hair care products sold to salons for back-bar (professional) and take-home (retail) use (see Table 2 for category scope).

The report addresses questions such 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?
- How is distribution structured?
- How big are professional hair care sales outside of salons?
- Which are the leading marketers of salon hair care products, and what are their market share?
- What are the opportunities for salon hair care marketers?

Regional Coverage



Asia, Australia, Europe, Latin America, North America, Rest of the World

Features and Timing



Base Year: 2023 and H1 2024

Database To be Published: Q1/Q2 2024 for 2023 Full Year and Q3 2024 for H1 2024

Reports To be Published: Q2/Q3 2024 for 2023 Full Year and Q3 2024 for H1 2024
Content

26th Edition

FEATURING MID-YEAR UPDATES ON TOP 10 MARKETS

NOW WITH THE COVERAGE OF TREATMENTS AS CATEGORY!

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Data updated twice a year – NEW FEATURE!

Data Delivered Twice in the Year for Full Year 2023 and H1 2024

For each of the markets in Table 1 in addition to respective deliverables for full year 2023 and mid-year 2024 editions, a robust data set will be provided, covering:

- Overall professional hair care product sales
- Sales of top 10 companies by master brand by category for each of the categories listed in Table 2
- Sales of top 10 companies by master brand by outlet for each of the outlets:
 - E-commerce
 - Brick-and-mortar stores
 - Salons’ take-home
 - Salons’ back-bar



TABLE 1. MARKETS, TWICE A YEAR DATA

Asia	Europe	Latin America	North America
Japan	France	Brazil	Canada
Mainland China	Germany		United States
	Italy		
	Spain		
	United Kingdom		

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2023 full-year content

2023 Database Contents

- Total industry size and growth
- Sales by region and markets listed in Table 1
- Data for each of the categories listed in Table 2
- Breakdowns for 2018–2023 by:
 - Region
 - Market
 - Category
 - Master brand/Brand
 - Segment (back-bar vs. take-home)
 - Product type (where applicable)
 - Forecast sales to 2028
- Number of salons, 2018–2023
- Number of stylists, 2019–2023
- Industry revenue by service, 2019–2023
- Brand sales by outlet, 2018–2023
 - E-commerce
 - Brick-and-mortar stores
 - Salons' take-home
 - Salons' back-bar

**NEW: INTERACTIVE USER
INTERFACE**

**NEW: INTERACTIVE POWER BI
DASHBOARD**

Database Features

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



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2023 full-year content

2023 Contents of Market Reports*

Written reports for each market listed in Table 3 will contain the following information:

- Industry size and growth
- Product trends
- Category snapshots
- Salon services and statistics
- Distribution channels
- Marketing activities
- Outlook to 2028

2023 Contents of World Report*

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 key competitors
- Outlook to 2028



* Subject to charter subscriber input

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H1 2024 content

For each markets in Table 1 (and markets bolded in Table 3), interactive data and short written report include the following information:

- Total market size and growth (H1 2021–H1 2024)
- Sales by half-year periods for H1 2021–H1 2024
- Data for each of the categories listed in Table 2 by mid-year periods (H1 2021–H1 2024)
- Top 10 marketers sales by master brand by category (H1 2021–H1 2024)
- Top 10 marketers' sales by master brand by outlet (H1 2021–H1 2024):
 - E-commerce
 - Brick-and-mortar stores
 - Salons' take-home
 - Salons' back-bar
- Key industry developments*
- Key category developments*
- Notable launches*

*part of written report



* Subject to charter subscriber input

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TABLE 2. PRODUCT CATEGORIES
• Conditioners
• Treatments (NEW!)
• Shampoos
• Hair coloring products
• Hair styling products
• Hair texturizing products



TABLE 3. MARKETS FULL YEAR 2023 AND H1 MID YEAR 2024				
Asia	Europe	Latin America	North America	Rest of World
<i>India</i>	<i>Austria</i>	Brazil	Canada	<i>Australia</i>
<i>Indonesia</i>	<i>Belgium</i>	<i>Mexico</i>	United States	<i>UAE</i>
Japan	<i>Czech-HU-SK Hub</i>			<i>Saudi Arabia</i>
Mainland China	Germany			<i>South Africa</i>
<i>South Korea</i>	France			
<i>Thailand</i>	Italy			
<i>Taiwan</i>	<i>Ireland</i>			
<i>Hongkong</i>	<i>Netherlands</i>			
	<i>Nordics</i>			
	<i>Poland</i>			
	<i>Portugal</i>			
	<i>Romania</i>			
	Spain			
	<i>Switzerland</i>			
	<i>Turkey</i>			
	United Kingdom			

- **Bolded** – markets covered for 2023 full year and H1 2024 periods
- *In Italic* – markets covered as part of full 2023 year edition only



SUBSCRIBER BENEFITS

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



- Industry/Category/Brand assessments
- New business developments



- Acquisition screening
- Competitive intelligence



- Channel strategy
- Strategic planning

Methodology



Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

New and Improved Forecasts



Kline's new enhanced forecasting capabilities combines the power of advanced data science techniques and industry expertise to predict future market metrics. We analyze economic, demographic, social media, and consumer trend indicators to identify the factors driving growth. Our algorithms refine predications, and our automated processes provide the latest data for informed decision-making.

KLINE CREDENTIALS

Kline, an advisory consultancy and market research firm, combines industry expertise and technology to provide highly predictive and actionable data, insights, and advice. Known as "The Industry Experts," we deliver top-notch services in lubricants and petroleum specialties, professional beauty, and specialty chemicals. This focus gives us a competitive advantage and global leadership in these areas. While we also serve adjacent industries, our specialization sets us apart as the leading experts in our chosen fields.



Custom
Research



Market Research
Products



Advisory
Consulting

✉ Contact us at CustomerCare@klinegroup.com