

21st Edition



# Salon Hair Care Global Series: Market Analysis and Opportunities

Data to be Released:

1st through 4th Quarters 2019: Full year 2018 data for all countries covered in this study

4th Quarter 2019: First half of 2019 data covering selected countries

Reports to be Published 2nd through 4th Quarters 2019

Base Year: 2018, H1 2019

Forecasts to 2023

Regional Coverage: Asia ■ Australia ■ Europe ■ Latin America ■ Middle East ■ North America

A comprehensive analysis of the global professional hair care market, focusing on market size and growth, key changes, challenges, and business opportunities.

## This Report Will Address 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?
- How is distribution structured?
- How big are professional hair care sales outside of salons?
- 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?
- Which are the hottest indie brands in the industry globally, and why are they successful?

Now with new volume: **Indie Brands!**

**Now with half-year data updates for key markets!**



## Tentative 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 2013 through 2018 by
  - Region
  - Country
  - Category
  - Company
  - Master brand/brand
  - Segment (back-bar vs. take-home)
  - Product type (where applicable)
  - Forecast sales to 2023
- Salon industry revenues 2017 to 2018 by service and country
- Number of salons 2017 to 2018 by country

## 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



## 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 2023

## Contents of Indie Brands\* Report

A deeper look into some of the most interesting independent brands on the salon hair care market globally. Approximately 30 profiles of brands coming from Asia, Europe, and North America will each contain:

- Brand overview
- Sales by category
- Brand sales and growth
- Geographical coverage

\* Subject to charter subscriber input

## Contents of Country Reports\*

Written reports for each country listed in Table 1 will contain the following information:

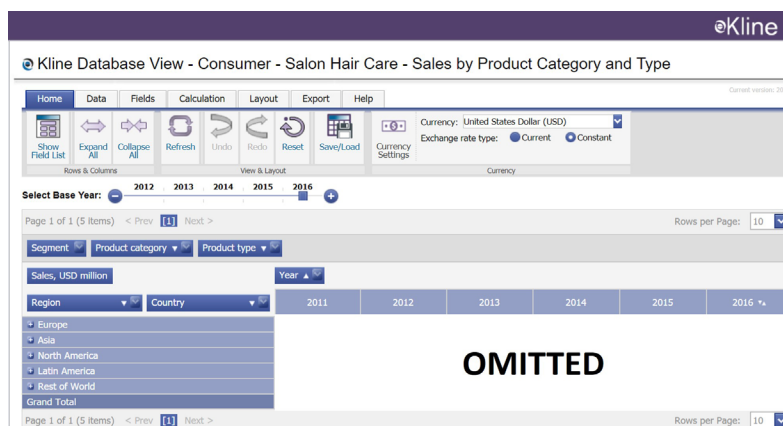
- Industry size and growth
- Product trends
- Category snapshots
- Salon services and statistics
- Distribution channels
- Marketing activities
- Outlook to 2023

## Contents of Mid-year updates\*

Brief written reports for each country listed in Table 3 will contain the following information:

- Market size and growth H1 2019
- Market and category highlights
- Category breakdown H1 2019 vs H1 2018
- Estimates by company H1 2019 vs H1 2018

## User Interface of the Database





**Table 1: Countries Covered**

Asia	Europe	Latin America	North America	Rest of World
China	Austria	Brazil	Canada	Australia
India	Belgium	Mexico	United States	Saudi Arabia
Japan	France			United Arab Emirates
South Korea	Germany			
	Italy			
	Netherlands			
	Nordics (Finland, Sweden, Denmark, Norway)			
	Portugal			
	Russia			
	Spain			
	Turkey			
	United Kingdom			

**Table 2: Product Categories Covered**

- Conditioners (includes bond builders)
- Hair coloring products
- Hair styling products
- Hair texturizing products
- Shampoos

**Table 3: Countries with Mid-year Updates**

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





## Scope

Salon Hair Care Global Series: Market Analysis and Opportunities will provide 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.

- Geographic scope: Americas, Asia, Europe, Rest of World (see Table 1).
- Consumable hair care products sold to salons for back-bar (professional) and take-home (retail) use (see Table 2 for category scope).
- Sales of all professional hair care products within each respective country, regardless of where they occur. While the majority of sales go to and through salons, all channels are accounted for.
- For brands that generate over 50% of their sales in a given country in traditional consumer outlets/stores (i.e., retail channels), the brand's sales generated in traditional consumer outlets/stores are excluded from the scope of the study.

## Key Benefits

This program will provide subscribers with an accurate picture of the size, segmentation, and performance of the professional hair care market in all key geographic regions. It will enable 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
- 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 50-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.

### Primary Research

#### We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Salons/retailers
- Suppliers
- Trade organizations

### Secondary Research

#### We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

### Comprehensive Market Intelligence

#### We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

## Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. 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.

#### A FULL SPECTRUM OF SERVICES



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