



Salon Hair Care Global Series: Market Analysis and Opportunities

Data Released in May 2020
Reports Published in August 2020
Base Year: 2019
Forecasts to 2024

Regional Coverage: Asia ■ Australia ■ Europe ■ Latin America ■ 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 Addresses 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?

Now with coverage of:

Growing market segments such as products for men, naturals, and scalp care.



Tentative Database Contents*

- Total industry size and growth
- Sales by region and market listed in Table 1
- Data for each of the categories listed in Table 2
- Breakdowns for 2014 through 2019 by:
 - Region
 - Market
 - Category
 - Company
 - Master brand/brand
 - Segment (back-bar vs. take-home)
 - Product type (where applicable)
 - Forecast sales to 2024
- Salon industry revenues 2018 to 2019 by service and market
- Number of salons 2014 to 2019 by market

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 2024



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 Market 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 2024

* Subject to charter subscriber input

User Interface of the Database

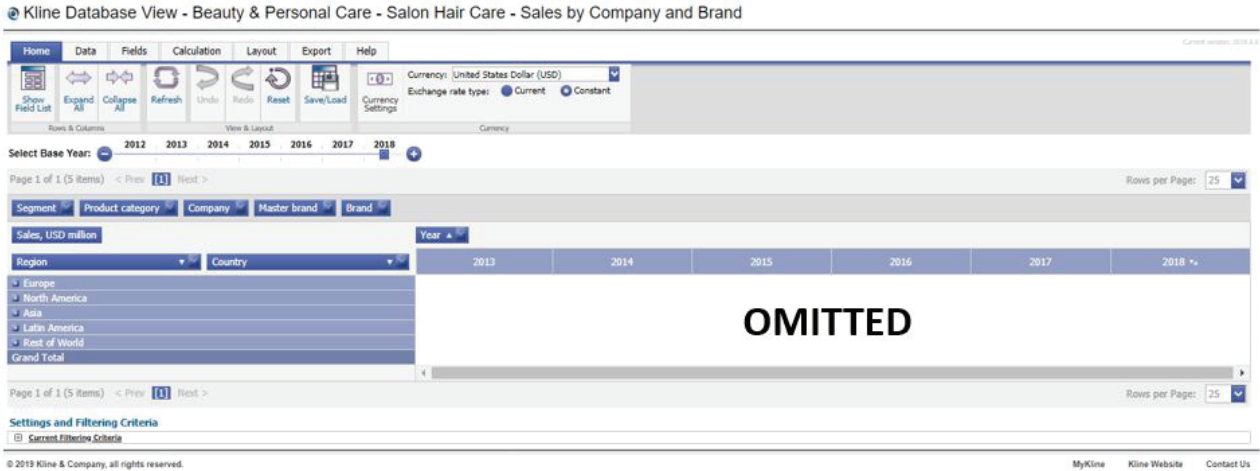


Table 1: Markets Covered

Asia	Europe	Latin America	North America	Rest of World
India	Belgium	Brazil	Canada	Australia
Indonesia	France	Mexico	United States	South Africa
Japan	Germany			
Mainland China	Italy			
South Korea	Netherlands			
Thailand	Russia			
	Spain			
	Switzerland			
	United Kingdom			

Table 2: Product Categories Covered

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





Scope

Salon Hair Care 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.

- 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 market, regardless of where they occur. While the majority of sales go to and through salons, all channels are accounted for.
- For brands that generate a substantial part of their sales in a given market 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 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
- 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 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 60 years.

A FULL SPECTRUM OF SERVICES



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