

Impact of COVID-19 on the Salon Hair Care Market

Base Year: 2019

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1st edition

**Regional
Coverage:**

A special bonus installment from the 22nd edition of Kline's Salon Hair Care Global Series, with scenario forecasts that predict the possible impact of the COVID-19 pandemic on the professional hair care market across 12 key markets.

Americas • Asia • Europe

SCOPE

- › Number of Salons
- › Salon Industry Revenues
- › Salon Hair Care Product Sales
- › Scenario forecasts (Worst Case, Likely Case, Best Case) from 2019 through 2024 by country

TABLE OF CONTENTS

Introduction

- Assumptions
- Values
- Scope
- Sources

Situation

- Case statistics
- Business closures
- Macroeconomic indicators

Global Market Forecast (12 Markets)

2019-2024 forecasts (Worst, Likely, Best)

for each of the following:

- Number of salons
- Salon industry revenues
- Salon hair care product sales

Forecasts by Region/Country

2019-2024 Scenario Forecasts

- Worst
- Likely
- Best

for each of the individual countries (listed in Table 1) across the following dimensions:

- Number of salons
- Salon industry revenues
- Salon hair care product sales

TABLE 1. COUNTRIES COVERED

AMERICAS	ASIA	EUROPE
<ul style="list-style-type: none">• Brazil• United States	<ul style="list-style-type: none">• China• India• Japan• South Korea	<ul style="list-style-type: none">• France• Germany• Italy• Russia• Spain• United Kingdom



REPORT BENEFITS

This report serves as an excellent resource for salon industry participants. Specifically, it assists subscribers by providing:

Actionable forecasts on the potential impact of COVID-19 for each country

Critical projections on number of salons, industry revenues, and product sales

Expert commentary on each country

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.

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